

The Private Label Food Consumer - UK - September 2018

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“Despite facing undeniable – and significant – headwinds, it is by no means all doom and gloom for brands. Nurturing perceptions of offering the ultimate in enjoyment, a unique taste, superior quality, and exciting flavours will be key to promoting brand loyalty.”
– **Emma Clifford, Associate Director – Food and Drink**

This report looks at the following areas:

That brands are still seen to have the edge in innovativeness is a big advantage, particularly in terms of engaging with the younger generation.

- A need to boost availability and visibility of products supporting British food producers
- Crowd-sourcing inspiration for NPD can enhance own-labels' image as exciting and innovative
- Experiential events can boost the appeal of own-label ranges
- A focus on own-label in convenience stores is timely

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Own-label ingredients take centre stage in supermarkets' meal inspiration campaigns

Supermarkets draw attention to traceability and provenance

M&S The Collection enjoys a strong all-round positive image, Tesco Finest is most trusted

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Own-label gains share almost across the board

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Taste and quality hold a lot of sway

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Demand for more own-label products in the convenience channel

Brands have a more innovative image

Exclusive own-label preview events appeal to two fifths

An equal split between consumers who do and do not buy retailer exclusive brands

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Brands have a more innovative image

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