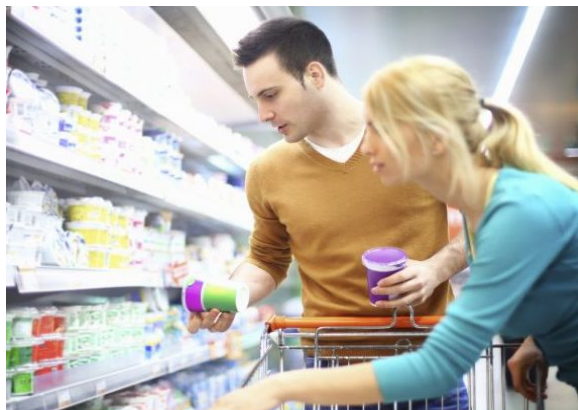


# Consumer Attitudes Towards Private Label Food and Drink - Canada - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Nearly all grocery shoppers indicate that they include private label in their shopping baskets and store brands enjoy strong quality perceptions among a segment of consumers. Millennials (18-34-year-olds) are particularly strong advocates of private label, suggesting an area of focus to support growth."

Joel Grehoire, Senior Research Analyst – Food & Beverage

## This report looks at the following areas:

- Many consumers do not identify a difference between national and store brands
- Chinese Canadians have less positive attitudes towards private label

Mintel's *Private Label* report provides a snapshot of the health of the grocery private label market in Canada and identifies attributes that matter to shoppers. It also provides a perspective on consumers' perceived usage overall, by brand and by category, considerations most important to consumers when choosing store brands and attitudes relating to quality, value, loyalty and selection.

### Definition

For the purposes of this report, Mintel asked about general usage of and attitudes towards private label/store brand usage. In select sections of the survey, specific brands were asked about. The brands asked about include the following:

#### Private Label/Store Brands:

- President's Choice (Retailer: Loblaw Companies Ltd)
- No Name (Retailer: Loblaw Companies Ltd)
- Irresistibles (Retailer: Metro)
- Selection (Retailer: Metro)
- Compliments (Retailer: Sobeys)
- Sensations (Retailer: Sobeys)
- Great Value (Retailer: Walmart)
- Our Finest (Retailer: Walmart)
- Kirkland Signature (Retailer: Costco)

#### National Brands

- Kraft
- McCain
- Maple Leaf

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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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