

Private Label Food and Drink Trends - US - February 2017

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"Private label food and drinks category sales declined by -2.2% from 2015-16 and are forecasted to continue to decline into 2021."
- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- **Store brands decline, drop expected to continue**
- **Perimeter store brands grow, center of store decline**
- **Private labels struggle with taste, national brands compete on price with coupons**

Increased confidence in the economy may lead many consumers to opt for name brands over store brands, especially for products located in the brand-centric center store area. Opportunities for retailers to elevate the perception of their store brands will come through product innovation, sampling, and increased ingredient transparency."

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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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- Online competition
- Private label centric stores
- Amazon enters brick and mortar
- Fresh, less-processed products found at perimeter of store

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