

Private Label Food and Drink Trends - US - January 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Sales of private label food and beverages have risen only modestly in recent years, roughly keeping pace with sales of food and beverages overall. The pace of growth, however, could pick up in coming years as retailers look to their store brands to strengthen their value propositions amid intensifying competition."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- Private label sales and share tick up in 2017 but flat in the long run
- Private label purchase higher in more commoditized categories
- Generally positive views of store brands, but relatively little conviction

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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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Table of Contents

Overview

What you need to know
Definition

Executive Summary

The issues
Private label sales and share tick up in 2017 but flat in the long run
Figure 1: Multi-outlet sales and fan chart forecast of private label food and beverages, at current prices, 2012-22
Private label purchase higher in more commoditized categories
Figure 2: Private label categories purchased, October 2017
Generally positive views of store brands, but relatively little conviction
Figure 3: Attitudes toward private label, October 2017
The opportunities
Cost is important but so are taste and freshness
Figure 4: Food shopping priorities, October 2017
Younger shoppers interested in differentiated concepts
Figure 5: Private label concepts, by age, October 2017
Opportunities for growth lie beyond price comparisons
Figure 6: Shopping behaviors, by food shopping priority groups, October 2017
What it means

The Market – What You Need to Know

Private label sales and share tick up in 2017 but flat in the long run
Food accounts for bulk of private label food and beverage sales

Market Size and Forecast

Private label sales and share tick up in 2017 but flat in the long run
Figure 7: Private label share of multi-outlet food and beverages sales, 2012-17
Figure 8: Multi-outlet sales and fan chart forecast of private label food and beverages, at current prices, 2012-22
Figure 9: Multi-outlet sales and forecast of private label food and beverages, at current prices, 2012-22

Market Breakdown

Food accounts for bulk of private label food and beverage sales
Figure 10: Multi-outlet share of private label food and beverages, by segment, 2017
Figure 11: Private label share of total multi-outlet food and beverage sales, by segment, 2012-17
Figure 12: Total US sales of private label food and beverages, by segment, at current prices, 2012-17
Private label in other channels outpaces supermarket store brands
Figure 13: Multi-outlet retail sales of private label food and beverages, by channel, at current prices, 2015 and 2017
Figure 14: Private label share of food and beverage sales, by channel, 2012-17

Market Perspective

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Intensified competition from new private-label-centric sellers
Amazon/Whole Foods
Lidl/Aldi
Store brands face some of the same pressures as major national brands

Market Factors

Private label share stalls amid rising consumer confidence and stable prices
Figure 15: Consumer Sentiment Index, January 2007-December 2017
Childless households continue to rise
Figure 16: Households, by presence of related children, 2006-16
A diverse population creates diverse shopping needs
Figure 17: Population by race and Hispanic origin, 2012-22

Key Players – What You Need to Know

Growing categories provide platform for private label gains
Private label share shrinks in declining categories
Reimagining the shopping experience as simpler, more streamlined

What's Working?

Single-serve coffee
Fresh cut salad
Bottled water
H-E-B celebrates Texas

What's Struggling?

Ready-to-eat cereal
Private label carbonated beverages

What's Next?

Reimagining the shopping experience as simpler, more streamlined
Meal kits continue to grow at retail

The Consumer – What You Need to Know

Private label purchase higher in more commoditized categories
Supermarkets, mass merchants most common channels for store brands
Younger shoppers interested in differentiated concepts
Generally positive views of store brands, but relatively little conviction

Private Label Purchase

Private label purchase higher in more commoditized categories
Figure 18: Private label categories purchased, October 2017
Younger shoppers more likely to rely on store brands
Figure 19: Private label categories purchased – All or most of the time, by age, October 2017
Private label purchase highest at lower income levels

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Figure 20: Private label categories purchased – All or most of the time, by household income, October 2017

For Hispanic shoppers, opportunity to make store brands part of the experience

Figure 21: Private label categories purchased – All or most of the time, by race/Hispanic origin, October 2017

Retailers for Private Label Purchases

Supermarkets, mass merchants most common channels for store brands

Figure 22: Retailers for private label purchases, October 2017

Diversity of needs leads younger shoppers to a wider array of stores

Figure 23: Retailers for private label purchases, by age, October 2017

Interest in Private Label Concepts

National brand equivalency a starting point for store brands

Figure 24: Private label concepts, October 2017

Younger shoppers interested in differentiated concepts

Figure 25: Private label concepts, by age, October 2017

Food Shopping Priorities

Cost is important but so are taste and freshness

Figure 26: Food shopping priorities, October 2017

Younger shoppers more likely to prioritize price

Figure 27: Food shopping priorities – Top priority, by age, October 2017

Shopping Behaviors

Price comparisons remain a foundation, but opportunities for growth lie beyond

Figure 28: Shopping behaviors, by food shopping priority groups, October 2017

Attitudes toward Private Label

Generally positive views of store brands, but relatively little conviction

Figure 29: Attitudes toward private label, October 2017

Reinforcement loop: heaviest users more likely to hold positive views

Figure 30: Attitudes toward private label, by repertoire of private label categories purchased, October 2017

In their words: conditional approval

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

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Figure 31: Total US sales and forecast of private label food and beverages, at inflation-adjusted prices, 2012-22

Figure 32: Total US sales and forecast of private label food, current prices, 2012-22

Figure 33: Total US sales and forecast of private label food, inflation-adjusted prices, 2012-22

Figure 34: Total US sales and forecast of private label beverages, current prices, 2012-22

Figure 35: Total US sales and forecast of private label beverages, inflation-adjusted prices, 2012-22

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