

## Private Label Food and Drink Trends - US - January 2019

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"After years of steady growth, sales of private label food and drinks may have reached their peak. Economic indicators suggest consumers are poised to increase their food/drink budgets, which will offer a challenge for value-oriented store brands. A strength for private label is fresh products – like meats, poultry, and dairy."

- **Billy Roberts, Senior Food & Drink Analyst**

This report looks at the following areas:

- Consumer engagement with private label in a holding pattern
- Improved economy could signify a peak for private label, for now
- Disposable income rise could spell trouble ahead
- Consumers not trying new private label products

Retailers can leverage the power of these products and even their space in-store, reinforcing fresh messaging, even locally sourced options, and offering pairing suggestions. In addition, with consumer spending set to rise, store brands may well reap the benefits with more premium options, possibly in areas where private label isn't as diversified, such as craft-style beer, wine, and spirits.

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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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