Impact of Private Label in the Online Food and Drink Market - US - February 2019

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"Private label share of food and beverage sales at store-based retailers has made gains in the past couple of years, driven by retailers' efforts to strengthen their store brands. The shift to online grocery shopping has potential to disrupt the relationship between name brands, retailers, and private label, creating opportunities for retailers."
- John Owen,
Associate Director - Food & Drink

This report looks at the following areas:

- **Most food and beverage shopping still happens in-store**
- **Online shoppers less likely to be motivated by price**
- **Most frequent online shoppers least likely to purchase store brands**
- **Online grocery shoppers a little more likely to stick with name brands**
- **Online shoppers' positive views of store brands point to further gains**
- **Online shoppers open to a range of store-brand concepts and tactics**

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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