

Private Label Food and Drink Trends - US - January 2020

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"Private label sales continue to grow, even in the wake of a largely positive economy that sees consumer confidence remaining high. Where value used to be the primary driver of private label food and drink choice, consumers are sticking with those brands and have even expanded their private label purchase patterns further, raising expectations of quality from brands."

- William Roberts, Jr, SVP, Food & Beverage

This report looks at the following areas:

- Private label purchase trending upward
- Other retail channels upping their private label program game
- Elevated expectations are the new normal

While a growing economy would seemingly lead to a decline in sales of store brands, the market continues to rise, with retailers capitalizing on consumer interest in premiumization and in more natural and healthier lines.

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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

Top takeaways
Market overview
Figure 1: Total US sales and fan chart forecast of private label food and drink, at current prices, 2014-24
Key trends
Private label purchase trending upward
Figure 2: Store brand purchase behavior, by age, November 2019
Other retail channels upping their private label program game
Figure 3: Retailers for private label purchase, November 2019
Elevated expectations are the new normal
Figure 4: Consumer opinions of store brands versus name brands, any agree, November 2019
Issues
Private label penetration limited in key categories
Figure 5: Store brand usage, by category, by age, November 2019
Opportunities
Reach up-and-coming shoppers with innovation
Figure 6: Store brand on consumer perception of the retailer, any agree, by age, November 2019
Private label support to matters of corporate responsibility
Figure 7: Private label food/drink purchase drivers, by age, November 2019
Innovation that leads to exclusivity, loyalty
Figure 8: Opportunities for private label, any agree, November 2019

The Market – What You Need to Know

Steady growth for private label food and drinks
Other retailers step up their game
Private label increases share of food
Fresh PL offerings on the store perimeter outpace brand

Market Size and Forecast

Private label sales grow, principally among nontraditional grocery channels
Figure 9: Total US sales and fan chart forecast of private label food and drink, at current prices, 2014-24
Figure 10: Total US sales and forecast of private label food and drink, at current prices, 2014-24

Market Breakdown

Private label showing particular strength among food
Figure 11: Sales of private label food and drink, by segment, 2014-24

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Figure 12: Sales of private label food and drink, by segment, with percentage year-over-year change, 2014-24

Supermarkets continue to lose market share to other channels

Figure 13: Total US multi-outlet sales of private label food and drink, by channel, at current prices, 2014-19

Figure 14: Total US multi-outlet sales of private label food and drink, by channel, at current prices, with percentage year-over-year change, 2014-19

Market Perspective

Private label growth outperforms total food and drink

Figure 15: US total multi-outlet and private label food and drink sales, and private label share, at current prices, 2014-19

Market Factors

Increased DPI points to potential for premium private label

Figure 16: Disposable personal income change from previous period, January 2017-October 2019

Consumer confidence appears unsteady

Figure 17: Consumer Sentiment Index, January 2007-October 2019

Healthy aspirations drive product innovation

Figure 18: Health attributes sought, May 2018

Key Players – What You Need to Know

Other channels come on strong

Innovation moves beyond value

What's Happening?

Strategy shift drives PL growth

Figure 19: US sales of private label food and drink through other multi-outlet channels, at current prices, 2014-19

Despite growth, private label drinks struggle to compete with name brands

Figure 20: US multi-outlet total and private label drink sales, and private label share of total, at current prices, 2014-19

Figure 21: Non-alcoholic beverage launches, branded versus private label, May 2014-April 2019

What's Next?

Value but with no sacrifice

Private label is poised to tap into Elevated Convenience

Claims/attributes may resonate more than brand (whether store or otherwise)

The Consumer – What You Need to Know

Purchase of standard store brands largely on par with low-priced store brands

Perimeter a stronghold for private label

PL purchase moving beyond grocery retailers

Premium PL will appeal to younger consumers

Quality is no longer the point of difference for brands

Product development can be a destination driver

Premium innovation

Healthy, natural products cast the widest net

Brand Type Purchase Habits

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Products positioned for value lead store brands, but only slightly

Figure 22: Brand purchase habits, November 2019

Younger adults reach for premium and natural store brand products

Figure 23: Brand purchase habits, by age, November 2019

Private label popular across income levels

Figure 24: Store brand purchase habits, by household income, November 2019

Brand Preferences by Category

Premium positioning can help boost non-fresh PL categories

Figure 25: Brand preferences by category, November 2019

Younger consumer interest in store brands in center-store categories

Figure 26: Store brand preferences by category, by age, November 2019

Purchase Drivers

Purchase factors consistent whether for store or name brands

Figure 27: Food/drink purchase drivers, private label versus overall, November 2019

Store brands could take the lead on issues

Figure 28: Private label food/drink purchase drivers, by age, November 2019

Taste and cost factor strongly in store brand choices

Figure 29: TURF Analysis – Store brand food priorities, November 2019

Retail Channels Shopped for Private Label Food and Drinks

Mass merchandisers second only to supermarkets for store brand food/drinks

Figure 30: Retailers for private label purchase, November 2019

Younger shoppers ripe for online attention

Figure 31: Retailers for private label purchase, by age, November 2019

Lower-income consumers are drawn to dollar store food and drink

Figure 32: Retailers for private label purchase, by household income, November 2019

Private Label Purchase Behaviors

Private label as a destination

Figure 33: Private label purchase behaviors, November 2019

Price alone not compelling younger store brand consumers

Figure 34: Private label purchase behaviors, by age, November 2019

Store Brands versus Name Brands

Product caliber is no longer an issue

Figure 35: Consumer opinions of store brands versus name brands, November 2019

Consumer interest in local

Figure 36: Consumer opinions of store brands versus name brands, any agree, by age, November 2019

Quality is trumping value with consumers

Figure 37: Consumer opinions of store brands versus name brands, any agree, by household income, November 2019

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Store Brands on Retailer Perception

Store brands to influence purchase destination

Figure 38: Store brand on consumer perception of the retailer, November 2019

Store brands drive consumers, particularly younger shoppers

Figure 39: Store brand on consumer perception of the retailer, any agree, by age, November 2019

Price prompts purchase, loyalty demands quality

Figure 40: Purchasing store brand food/drinks – CHAID – Tree output, November 2019

Specialty is synonymous with premium brands

Figure 41: Purchasing store brand food/drinks – CHAID – Tree output, November 2019

Private Label Opportunities

Consumers are hungry for more PL

Figure 42: Opportunities for private label, November 2019

Private Label Food/Drink by Food/Drink Consumer Segmentation

Food and drink consumer segmentation

Figure 43: Food/drink consumer segmentation of private label food/drink, September 2019

Healthy appeal to Quality Seekers

Figure 44: Retailers for private label purchase, by food/drink consumer segmentation, November 2019

Adventure Eaters seek natural

Figure 45: Store brand purchase habits, by food/drink consumer segmentation, November 2019

Value Chaser private label purchase driven by more than cost

Figure 46: Private label food/drink purchase drivers, by food/drink consumer segmentation, November 2019

Price could lure Time Savers, though at a cost

Figure 47: Food/drink brand purchase habits, by food/drink consumer segmentation, November 2019

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 48: Total US sales and forecast of private label food and drink, at inflation-adjusted prices, 2014-24

Figure 49: Total US multi-outlet retail sales of private label food and drink, by segment, at current prices, 2017 and 2019

Figure 50: Total US multi-outlet retail sales and forecast of private label food, at current prices, 2014-24

Figure 51: Total US multi-outlet retail sales and forecast of private label food, at inflation-adjusted prices, 2014-24

Figure 52: Total US multi-outlet retail sales and forecast of private label drink, at current prices, 2014-24

Figure 53: Total US multi-outlet retail sales and forecast of private label drink, at inflation-adjusted prices, 2014-24

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Appendix – Retail Channels

Figure 54: Total US multi-outlet sales of private label food and drink, by channel, at current prices, 2017 and 2019

Figure 55: US supermarket sales of private label food and drink, at current prices, 2014-19

Figure 56: US sales of private label food and drink through other multi-outlet channels, at current prices, 2014-19

TURF Analysis – Private Label Food and Drink Trends – January 2020 Methodology

Figure 57: Table - TURF analysis – Store brand food priorities, November 2019

CHAID Analysis – Private Label Food and Drink Trends – January 2020 – Methodology

Figure 58: Consumption by format – CHAID, November 2019

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