

# Consumer Attitudes towards Private Label Food and Drink - Canada - February 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior in the private label market.
- Private label's role relative to national brands.
- The perceived importance of private label versus national brands at the category level.
- Drivers of private label purchase to help prioritize messaging/positioning.



“Store brands have been deeply integrated into Canadians’ grocery baskets for a long time. COVID-19 has only served to deepen their importance. Beyond the pandemic, private label will continue to play an important role in Canada’s grocery landscape, serving as a way to deliver value to customers, a means to differentiate and ultimately drive in-store traffic.”

- Joel Gregoire, Associate

Director Food & Drink  
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