

Private Label Food and Drink - US - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the private label food and drink market
- How private label's performance during the Great Recession of 2008-09 may not provide a model for the current financial situation
- Shopper preference for private label or national brand across a range of categories
- Interest in a range of strategic private label concepts

Sales of private label food and drink products surged during the pandemic, consistent with elevated sales in the overall retail food and drink market. While sales levels may subside after the pandemic, private label has the potential to continue gaining share as retailers see it as more than just a way to cater to price-conscious shoppers but also as an opportunity to leverage and strengthen their own brand equity.



"Private label food and drink products were making slow but steady gains before the pandemic and have the potential to do so long after. Grocery retailers continue to invest in their product portfolios and see them not just as a way to cater to price-conscious shoppers but also as an opportunity to leverage and strengthen their own brand equity."

– John Owen, Associate Director

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