

Private Label Food and Drink - US - 2022

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This report looks at the following areas:

- Private label food and drink sales and share and trends
- Market factors impacting private label food and drink's growth potential
- Consumer attitudes and behaviors toward private label food and drink
- Top competitors and innovators

Accelerating inflation and the continuing impact of the COVID-19 pandemic combined to keep private label food and drink sales elevated in 2021. Private label, however, hasn't quite kept pace with the overall retail food and drink market during the pandemic and saw market share slip in 2020 and 2021. While sharply rising food and drink prices in 2022 will compel more consumers to consider private label as a way to stretch their food dollars, it's the improvement that retailers are making in private label quality and selection that will help to drive growth in the long run.

Grocery retailers have an opportunity to leverage private label to appeal to a new generation of shoppers somewhat less reliant on price comparisons and more interested in products that cater to their culinary and dietary preferences. While relatively few shoppers say they are purchasing store brands less often than a year ago, almost half of those who do report cutting back say they are doing so because they prefer the taste of name brands, a reminder that taste remains an essential factor in food and drink purchases.



"While private label food and drink lost market share in 2020 and 2021 amid the disruption of the pandemic, it is likely to regain momentum in 2022 as spiking inflation makes the savings of store brands more compelling. The full potential of private label, however, revolves around more than just dollars and cents."

– John Owen, Associate Director – Food and Retail

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