

Attitudes toward Private Label - China - March 2016

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"Private label has a minor presence in China. Overall, the share of private label innovation stayed flat at 3-4% between 2011 and 2014, while in some European countries this figure is a lot more significant. For example, Spain (40.5%), the UK (31.4%), France (30.9%) and Germany (27.2%) all saw private label have a strong share of NPD activities during 2015."
 – Esther Lau, Research Analyst

This report looks at the following areas:

- The balance between premium and good value for money
- International supermarkets should expand imported private label range made with environmental-friendly elements
- Upgrading convenience food solutions holds the key for growth
- Scope to harness the health and baby-oriented connotation of private label beauty and personal care products

Currently, when asking Chinese consumers about their usage of private label products, bakery goods (67%), snacks (60%), bath and shower products (56%) and toilet cleaning products (53%) are the most commonly purchased categories.

Branded products still have a clear advantage over private label in consumers' perception. The top three attributes associated with private label are good value for money, practical and easy to use. In contrast, shoppers relate quality guaranteed, premium and safe with branded products.

Looking ahead, Chinese shoppers express their wish to see both value/economy private label ranges with lower prices, and premium tiers with enhanced functions for greater quality assurance. Private label providers need to make extra effort to focus on quality in addition to affordability in order to clearly differentiate themselves from branded competitors.

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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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- Demographics
- Characteristics
- Brand-Conscious
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