

Challenger Brands - US - January 2020

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This report looks at the following areas:

- Store brands a key factor in complex competitive landscape
- Price and taste remain cost of entry for new brand trial
- Breaking the routine



"Across many major food and drink categories, smaller competitors are gaining market share at the expense of the big national brands that have long held dominant positions. The success of challenger brands is being driven by a new generation of shoppers, more open to new ideas in general and far more inclined to believe that small food and drink brands do a better job of meeting their needs."

**John Owen, Associate
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Director - Food & Retail**

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- **Abbreviations**
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