

Private Label Food and Drink Trends - US - January 2020

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"Private label sales continue to grow, even in the wake of a largely positive economy that sees consumer confidence remaining high. Where value used to be the primary driver of private label food and drink choice, consumers are sticking with those brands and have even expanded their private label purchase patterns further, raising expectations of quality from brands."

- William Roberts, Jr, SVP

This report looks at the following areas:

- Private label purchase trending upward
- Other retail channels upping their private label program game
- Elevated expectations are the new normal

While a growing economy would seemingly lead to a decline in sales of store brands, the market continues to rise, with retailers capitalizing on consumer interest in premiumization and in more natural and healthier lines.

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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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