

The Success of Private Brand Products



“81% of consumers purchase private-brand products almost every shopping trip and 85% state they trust private brand products as much as national brands,” according to a Daymon Worldwide study. These figures and private label competition will ramp up in 2019 driven by the reaction to this growth. “Label-driven discounters, Aldi and Lidl, will pressure others to improve their offerings,” according to Stern, McMillanDoolittle LLP, the retailer experts.* (*2019 IDDBA Trends Report)

As if those figures aren’t alarming enough to national brands, sales have grown nearly four times faster in 2018 for private-label products than for national brands, according to consumer market researcher IRI.* The categories with the strongest private-label growth in the report include frozen foods, refrigerated foods and beverages. The fastest growing private label product sectors in dollar sales were egg substitutes, refrigerated lunches, ice substitutes, wine, and many non-food categories. (*Supermarketnews.com Nov 9, 2018 article)

What is the appeal to consumers to drive up the numbers? Besides the dollar savings, private branding products provide unique product offerings and quality, distinctive packaging and choices that the customers seek. Private brands that offer better selection along with a flexible strategy for change will enjoy greater rewards.

Make sure you partner with Bollin Label Systems for all your high-impact private-label solutions that will keep up with the demand of your consumers. We have private brand label design capabilities and quality printing that has proven successful to our customers for over 50 years and throughout the USA. Reach out to an account manager and ask for some samples or a quote at 800.882.5104 or sales@bollin.com.

