

Millennials' Shopping Behaviors Affect Private Label Sales!

The presence of private brand products has been trending upward following the 2009 recession, and the influence of millennial shoppers are directly responsible for the growth of private label products. For many reasons, including the fact that this group of shoppers grew up with technology, they had access to the internet to purchase anything in the world. They were also exposed less to traditional marketing so they form their own opinions on the products they research and love.

Millennials total store purchases were made up of 32 percent of private label products as compared to a typical shopper's cart with only 25% private label products.*

*"Private label share reached an all time high in 2017, 17.7 percent, according to Wilton, Conn-Based Cadent Consulting Group."**

A decade later this growth is staggering with private labels capturing 67 percent of shoppers who feel these products are a great value for their money. 62 percent of shoppers today feel like smarter shoppers, according to IRI data.*

The Shift in perception is also related to value and quality. Price determines millennials' purchasing decisions compared to past generations. This shopping group has more financial challenges related to living on a single income since they are marrying later and they have more college debt. As a result they need to make their dollars go further.

Private label branding has changed over the past 3 decades. The generic look and feel of plain black and white packaging are history and due, in part, to innovative printing capabilities that allow for more creativity, vibrant colors, quality label materials, and branding design. The quality of your products should deliver the same or even better quality than your national brand counterparts.

Financial needs drive decisions and implementing a private label product campaign might be the solution that will help you keep up with consumer trends and offer better value than national brands. Bollin Label Systems will help you address the costs on your private label and will assist you with a brand label design for your packaging with knockout capabilities and quality printing that have proven successful to our customers throughout the United States and for over 50 years. Team up with an account manager for inspiration, ask for some samples or a quote at [800.882.5104](tel:800.882.5104) or sales@bollin.com.

