

The Power Of Store Brands Could Offer Consumers The Solutions They Seek!

Staying and Eating healthy are challenges that most consumers share and **“81% of shoppers believe private brands understand their needs at least as well as, if not better than, national brands,”** * according to research from an August [StoreBrand.com](#) article.

One main expectation of consumers is that they believe private brands will be part of that store experience where the brand is connecting with them on a personal level.

This insight offers retailers plenty of opportunities to take advantage of. For example, most stores are organized by product category; however, customers are shopping for solutions. The article suggests that retailers should actively source their private brands as shopper’s choice for making lifestyle changes that are right for them. Elevating your store brands as a unique solution will help connect with the customer expressively.



Here are 3 strategies grocers can implement to promote store brand products as lifestyle solutions.

1. Solution merchandising
2. In-aisle engagement
3. Promotional narratives



Solutions merchandising provides a well, thought-out shopping experience that is organized with meal planning ideas in mind that customers seek. One example might include deconstructed meal kits that are organized around meal recipes with a mix of all the ingredients from fresh foods to the store center items all in one place.

Another solution might include a healthy prepared foods section for the busy health-conscious consumers with the calorie counts predominately displayed on the labeling.

A third merchandising solution option could be to stock your new food offerings that are health-focused in well-displayed discovery zones with informational in-store signage. This would work well with store brand products.

In-aisle engagement should also be considered to help customers recognize what is important for them. Private Brands can take the lead with the use of real time technology; either through a custom app that helps the customer navigate your store to find a specific product or through digital kiosks that allows the customer to choose the product that is right for them by entering certain criteria.

Making your customer’s shopping trip memorable and intriguing through promotional narratives takes some creative thought-processes but can make consumers more interested in your product and distinguishes your store brand from others. As an example, you could tie a recipe to a story about how grandma baked a special pie for her grandson, either using signage, shelf tags or creating a video campaign. You could also take your shoppers on a treasure hunt around your store to help them discover new store brand foods you want to introduce while also educating them. Then merchandise products according to these heart-felt storylines and promotions.

These strategies will help you build trust and loyalty with the shopper while also increasing sales; if the consumers goals are met. We’re here to help with idea generation and marketing your store brand solutions. Call 800.882.5104 or

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