

Global Trends and Corporate Strategies in Private Label

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Abstracts

The image of private label products has improved markedly in recent years, as many retailers have diligently worked to ensure that their store brands can compete with name brands not just on price, but also on quality. This briefing looks at the growing importance of private label through the lens of eight specific retailers, all of which have all made their store brands a central pillar of their corporate identities.

Euromonitor International's Global Trends and Corporate Strategies in Private Label global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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