

The New Face of Private Label: Global Market Trends to 2018

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Abstracts

Today's private labels – unlike the generic offerings of the past – are carefully managed and marketed in order to improve the retailer's competitive edge. Indeed, many are now seen as brands in their own right. This global report examines new approaches to the development of private label fmcgs in the face of an increasingly competitive grocery landscape. It also looks at the exciting prospects for this sector, as the frugal mindset persists and emerging markets remain virtually untapped.

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