

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

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Contents

Executive Summary

Demand Factors

Attitudes To Private Label

the Private Label Market

Chart 1 Private Label Shares by Fmcg Market 2012

Private Label Strategy

Outlook

Summary 1 Opportunities and Challenges in Private Label Fmcgs

Introduction

Advantages of Private Label

An Evolving Concept

Types of Private Label

Importance of Private Label Within the Product Mix

Summary 2 Types of Private Label 2013

Market Drivers

Economic Uncertainty

Chart 2 Per Household Annual Gross Income by Country 2007/2012

Chart 3 Per Household Annual Gross Income by Country: % Growth 2007/2012

Table 1 Store-based Retail Sales by Market 2007/2012

the Modernisation of the Grocery Network

Chart 4 Grocery Retailer Sales by Type 2008/2013

Supermarkets/hypermarkets

Table 2 Penetration of Supermarkets/Hypermarkets by Country 2008/2013

the Rise of the Discounters

Table 3 Penetration of Discounters by Country 2008/2013

Convenience Stores

Table 4 Penetration of Convenience Stores by Country 2008/2013

Leading Grocery Retailers

Chart 5 Top 20 Grocery Retailers by Market Share 2013

Retailer Consolidation

Summary 3 Mergers and Acquisitions Among Grocery Retailers 2012-2013

International Expansion

Summary 4 International Grocery Retailers 2013

the Private Label Consumer

Purchasing Habits

Chart 6 Purchasing of Private Label in the Last 12 Months, by Country 2013

Chart 7 Purchasing of Private Label in the Last 12 Months, by Country 2011/2013

Chart 8 Purchasing of Private Label in the Last 12 Months, by Age Group 2013

Chart 9 Purchasing of Private Label in the Next 12 Months, by Country 2013

Polarisation of Demand

Perception of Private Labels

Attitudes Towards Price/quality Ratio

Chart 10 Attitudes Towards Private Label by Region 2010

Private Label Market Overview

the Global Picture

Chart 11 Global GDP V Fmcg Private Label Growth 2008-2012

Broad Sector Trends

Table 5 Global Private Label Sales by Market 2007-2012

Chart 12 Global Private Label Shares by Market 2007-2012

National Trends

Table 6 Leading Markets for Private Label 2007/2012

Table 7 Penetration of Private Label by Country 2007/2012

Category Trends

Packaged Food, Hot Drinks and Pet Food

Table 8 Global Packaged Food: Private Label Shares by Category 2007/2012

Soft Drinks

Table 9 Global Soft Drinks: Private Label Shares by Category 2007/2012

Beauty and Personal Care

Table 10 Global Beauty and Personal Care: Private Label Shares by Category 2007/2012

Home Care

Table 11 Global Home Care: Private Label Shares by Category 2007/2012

Tissue and Hygiene

Table 12 Global Retail Tissue and Hygiene: Private Label Shares by Category 2007/2012

Key Market Trends

France

Chart 13 France: Grocery Retail Structure 2012

Table 13 France: Private Label Shares by Market/Category 2007/2012

Germany

Chart 14 Germany: Grocery Retail Structure 2012

Table 14 Germany: Private Label Shares by Market/Category 2007/2012

Japan

Chart 15 Japan: Grocery Retail Structure 2012

Chart 16 Japan: Number of Private Label Packaged Food Launches by Major Retailers 2008-2012

Table 15 Japan: Private Label Shares in Selected Markets/Categories 2007/2012

Poland

Chart 17 Poland: Grocery Retail Structure 2012

Table 16 Poland: Private Label Shares by Market/Category 2007/2012

Spain

Chart 18 Spain: Grocery Retail Structure 2012

Table 17 Spain: Private Label Shares by Market/Category 2007/2012

UK

Chart 19 UK: Grocery Retail Structure 2012

Chart 20 UK: Ready Meals Brand Shares 2012

Table 18 UK: Private Label Shares by Market/Category 2007/2012

US

Chart 21 US: Grocery Retail Structure 2012

Table 19 US: Private Label Shares by Market/Category 2007/2012

Retailer Strategies

Expanding Private Label Ranges

Summary 5 Importance of Private Labels to selected Grocery Retailers 2013

Building on the Three-tier Offer

Summary 6 Leading Grocery Retailers - Private Label Ranges by Tier 2013

the Development of Specialised Lines

Summary 7 Leading Grocery Retailers: Specialised Private Label Ranges 2013

Revamping Private Label Lines

the Rise of the Venture Brand

Summary 8 Leading Grocery Retailers: Venture/Fantasy Brands 2013

Taking Private Labels Into New Markets

Advertising and Promotion

Licensing and Partnerships

Emphasis on Sustainability

Packaging Developments

Pricing Strategies

Supplier Selection

Supplier Trends

Key Suppliers by Sector

Industry Consolidation

Summary 9 Mergers and Acquisitions among Private Label suppliers, 2013

Future Outlook

Trends To Watch

Chart 22 Forecast Global Real GDP Growth 2013-2017

Table 20 Forecast Share of Modern Grocery Retailers by Country 2013/2018

Chart 23 Forecast Global Modern Grocery Retailers by Type 2013/2018
Forecasts
Table 21 Forecast Penetration of Private Label by Country 2012/2017
Recommendations

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