

Private Label Products, March 2015

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Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of the market of the private label products in Greece and to examine its prospects, while presenting information on the international market.

More specifically, the first five chapters of the study feature information on the private label products, which refer to general characteristics, the institutional framework, the demand, the offer and the size of the market. In the sixth chapter of the study we present information on the relevant market internationally. Finally, the conclusions and the prospects of the market, are presented.

Market share of private label products, in value, among the total of supermarket chains stood at 21.2% in 2014, compared to 13.9% in 2009, while at the total of supermarket chains which offer PL, stood at 25.2% in 2014, compared to 17.2% in 2009.

It is estimated that the market of private label products will be increased in 2015/2014 and 2016/2015 likewise. As far as PL products penetration rate is concerned, it is estimated that at the total amount of sales of the examined supermarket chains, it will stand at 21.7% in 2015 and 22% in 2016.

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