

Private Label Evolution Market 2017 – By Analyzing the Performance of Various Competitors

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SUMMARY

WiseGuyReports published new report, titled "TrendSights Analysis: Private Label Evolution"

"TrendSights Analysis: Private Label Evolution", uses TrendSights framework to explore Private Label Evolution. The TrendSights framework

and supporting analysis provide structure, clarity, and perspective to aid the understanding of consumer behavior, and how trends and events will shape the future. The analysis uncovers the what, why, and how of the trend, as well as who is most influenced by it and where the future of the trend lies.

Today's private labels are drifting away from their traditionally generic, me-too positioning in a bid to stand as go-to brands in their own right. To achieve this, retailers are focusing on adapting to consumers' ever-changing demands by aligning with their needs and values. The proliferation in innovation by private labels seen in recent years could be one of the main factors driving consumer traction and market growth within the private label space.

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Scope

- Today's private labels are drifting away from their traditionally generic, me-too positioning in a bid to stand as go-to brands in their own right. To achieve this, retailers are focusing on adapting to consumers' ever-changing demands by aligning with their needs and values.
- The proliferation in innovation by private labels seen in recent years could be one of the main



factors driving consumer traction and market growth within the private label space. Due to private labels becoming more and more multifaceted and innovative, three separate themes have emerged within the market. The premium, national brand equivalent, and value private label categories aim to capitalize on consumers' willingness to try new and different varieties of products.

- The positive shift in consumers' perceptions of private labels showcases that retailers are clearly getting it right by aligning with consumers' values on health, transparency, and sustainability.

Key points to buy

- Understand the relevant consumer trends and attitudes that drive and support innovation success so you can tap into what is really impacting the industry.
- Gain a broader appreciation of the fast-moving consumer goods industry by gaining insights from both within and outside of your sector.
- Access valuable strategic take-outs to help direct future decision-making and inform new product development.

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