



Euromonitor
International

Retailer Corporate Strategies in Private Label

February 2024

Table of Contents

INTRODUCTION

Scope

Executive summary

Companies profiled in this briefing

GLOBAL TRENDS IN PRIVATE LABEL

The visibility of private label products is increasing across the global retail sector

The ongoing cost-of-living crisis has propelled private label sales to new heights

Macroeconomic conditions in 2024 are expected to be favourable for private label sales gains

Today, two important trends are having an outsized impact on the private label space

Emphasising the value proposition of store brands gives retailers a leg up as inflation bites

Retailers are highlighting the low prices of their store brands to accentuate their value

Retailers are positioning some of their store brands as powerhouse brands in their own right

Retailers are keen to establish their private label lines as name brands in their own right

STRATEGIES OF LEADING RETAILERS

Albertsons: Private label overview

Albertsons' private label strategy in context: Emphasising the value proposition

Albertsons' private label strategy in context: Private labels as powerhouse brands

Alibaba (Freshippo): Private label overview

Alibaba (Freshippo)'s private label strategy in context: Emphasising the value proposition

Alibaba (Freshippo)'s private label strategy in context: Private labels as powerhouse brands

Coles Group: Private label overview

Coles Group's private label strategy in context: Emphasising the value proposition

Coles Group's private label strategy in context: Private labels as powerhouse brands

E Leclerc: Private label overview

E Leclerc's private label strategy in context: Emphasising the value proposition

E Leclerc's private label strategy in context: Private labels as powerhouse brands

Falabella: Private label overview

Falabella's private label strategy in context: Emphasising the value proposition

Falabella's private label strategy in context: Private labels as powerhouse brands

Woolworths Holdings: Private label overview

Woolworths Holdings' private label strategy in context: Emphasising the value proposition

Woolworths Holdings' private label strategy in context: Private labels as powerhouse brands

KEY TAKEAWAYS

The outlook for private label

Private label lessons for retailers

Private label lessons for brand manufacturers

APPENDIX

Appendix: Private label brands for Albertsons

Appendix: Private label brands for Alibaba (Freshippo)

Appendix: Private label brands for Coles Group

Appendix: Private label brands for E Leclerc

Appendix: Private label brands for Falabella

Appendix: Private label brands for Woolworths Holdings

About Euromonitor's Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retailer-corporate-strategies-in-private-label/report.