



Euromonitor
International

Private Label: Evolution of Premium in Food and Beverages

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PRIVATE LABEL: EVOLUTION OF PREMIUM IN FOOD AND BEVERAGES

Key findings

Inflation increases observed worldwide

Expectations for private label growth in the context of rising inflation

Despite price inflation, private label growth is delayed

Private label beverage evolution during a crisis: Carrefour as an example

Overall, the price gap between private label and branded beverages remains large

Premium private label: Low in share but consumer demand is growing

Increasingly innovative private label options, but not yet disruptive

Niche and novelty areas no longer a problem for regional private label beverages

Health claims increasing on private label beverages

following the strategies of big brands

Carrefour launches VEGEtal private label , targeting the wellness consumer demographic

Niche is not a problem: Increasing organic options within private label

Niche is not a problem: Private label also featuring sustainable production and packaging

Niche is not a problem: Sustainable and innovative new practices for private label

Growth of e-commerce leads to digitally native premium private label food and beverages

Private label's impact on national brands

What's next for premium private label

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/private-label-evolution-of-premium-in-food-and-beverages/report.