

Private Label Household Care Trends: Post-Downturn Implications and Opportunities



Introduction Private label has witnessed continued growth, with own brands displacing national brands both in stores and in consumers consideration set. Wider availability and growing sophistication has led to growing acceptance and trust. The economic downturn has reinforced private labels as a credible, yet cheaper alternative to branded goods, driving awareness and trial across demographic groups. Features and benefits Utilize product, consumer and market insight intelligence to better evaluate the important strategic considerations that private label growth brings. Understand the scale and growth of the private label household care opportunity by sector and country, split by category level. Access proprietary consumer opinion data highlighting the prevailing attitude towards own label cleaning and laundry products versus national brands. Identify and capitalize on the ten trends characterizing contemporary private label household care product development and marketing. A dedicated focus on household care for more specific and salient insight. Highlights The economic downturn led to changes in shopping patterns that will remain in the long term, the adoption of private label being a pertinent example of this. In 18 of the 20 countries covered in Datamonitors consumer research, more than 40% of respondents said that opting for private label to save money has become more important over 2008-10. Own label market shares vary markedly by country/region. Developed markets in Europe and North America have maintained their position as the leading private brand markets, but growth is evident elsewhere as emerging market retailers grow big enough to achieve the economies of scale that helps facilitate private label development. More than 70% of consumers feel that, all things considered, private label cleaning and laundry products are at least identical to

well known/market leading national brands. Favorable perceptions of private label household care alternatives reduces the perceived compromise of switching to store brands. Your key questions answered: What are the key trends driving consumers propensity to purchase private label household care products? How do they vary by country? What are the 10 NPD and marketing trends reflecting own brand development in consumer packaged goods? What private label household care product formats represent the biggest promise/threat to national brands? What are consumers perceptions of private label household products compared to national brands? How do these perceptions influence where they shop? What has been the impact of the economic recession on consumers propensity to purchase private label products? How might this change going forward?

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