

Private Label: Evolution of Premium in Food and Beverages

January 2023

Table of Contents

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

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/private-label-evolution-of-premium-in-food-and-beverages/report.