

# 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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