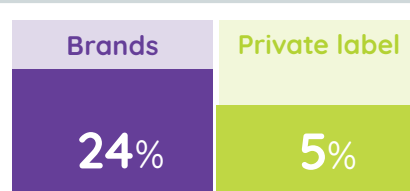


# National Brands: still the heartbeat of US grocery retailing?

## Brands play a critical role in bringing shoppers to the store



Promotions Encourage Shopping



And **brands** work harder to **build basket value** - through premium values, volume driving promotions, innovation and impulse sales

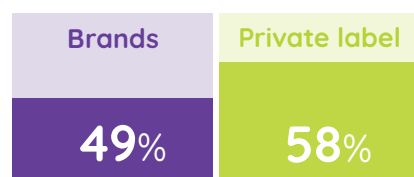


Net Agree: 5,4 Agree minus 2,1 Disagree

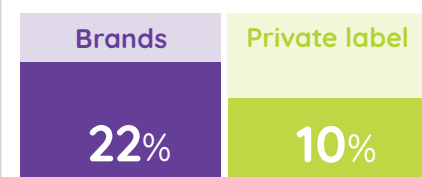
**Private Label** is more likely to be a regular routine purchase, whereas **brand promotion activity out of store** puts products onto the shopping list



Planned Regular Purchase



Planned Due to Promo Trigger

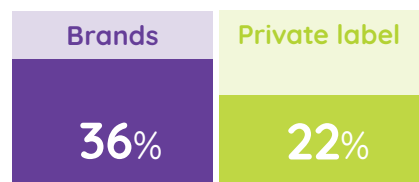


**Brands** are far more **promoted in store**

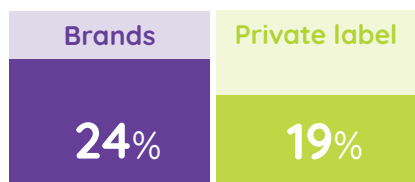
of which greater **proportion** is genuinely incremental

but **Own Label** is critical to building **retailer loyalty**

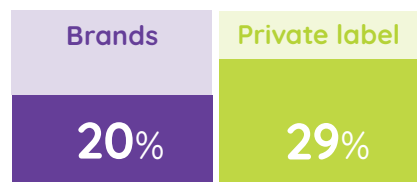
Bought on Promotion



True Incremental on Promo



Retailer Does Well (Loyalty)



% within those buying on deal

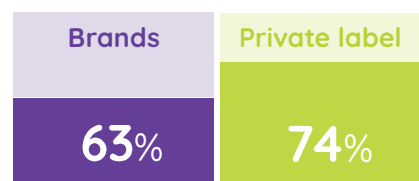
Net Agree: 5,4 Agree minus 2,1 Disagree

**Brands** achieve more traction with **younger shoppers**

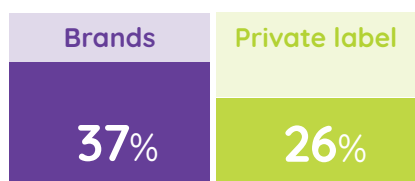
and those in **full-time work**



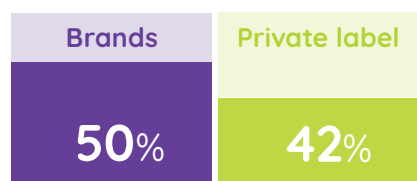
40+



Under 40



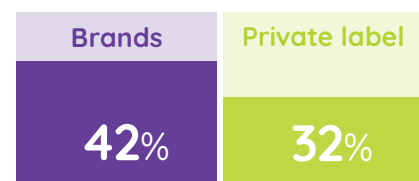
Full time work



**Brands** are also more often chosen by **More Valuable Shoppers\***



More Valuable Shoppers



\*MVS = bigger spending, more frequent

Comparing 149,000 shoppers who bought any proprietary brand, compared to 49,000 who bought any private label across 130 product categories in 23 retailer banners nationally in USA.

Source: Shopper Intelligence, Fieldwork Feb - June 2018, online post shop survey, bought in last 3 days.

Contact us

for this data about your specific category(s) and for your particular brand or private label

916.501.7525

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www.shopperintelligence.com

If you want to see your category at the retailer level, **give us a call!**