National Brands: still the heartbeat of US grocery retailing?

Shopper Intelligence
Understand. Influence. Lead.

Brands play a critical role in bringing shoppers to the store

	Brands	Private label
Promotions Encourage Shopping	24%	5%

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

	Brands	Private label
Often Buy Extra	27%	7%
Don't Mind Paying More	34%	27%
Incremental New And Different	38%	30%
Buy Because I Feel Like It	30%	19%

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

	Brands	Private label
Planned Regular Purchase	49%	58%
Planned Due to Promo Trigger	22%	10%

Brands are far more promoted in store / of which greater proportion is genuinely incremental / but Own Label is critical to building retailer loyalty

	Brands	Private label
Bought on Promotion	36%	22%
True Incremental on Promo	24%	19%
Retailer Does Well (Loyalty)	20%	29%

% 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

	Brands	Private label
40+	63%	74%
Under 40	37%	26%
Full time work	50%	42%

Brands are also more often chosen by More Valuable Shoppers*

	Brands	Private label
More Valuable Shoppers	42%	32%

*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

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