


The Driving Forces Behind Private Label Purchases

WHAT ARE CONSUMERS LOOKING FOR?

Private label or store-brand products are becoming an increasingly important offering in supermarkets, but what are consumers really looking for when it comes to these products? *Progressive Grocer*, along with sister company EIQ Research Solutions, interviewed 500 consumers who have household responsibility for grocery shopping to find out why they turn to store brands. Unsurprisingly, price was the largest factor, no matter the age of the consumer. Older generations find value and uniqueness in store brands, while retailers still have some convincing to do of younger shoppers when it comes to value. However, younger shoppers find store brands to be innovative. Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent-first approach. Visit www.prodegemr.com for more info.




87.7%
of Gen Xers surveyed purchase private label products based on price.

How do you view private label products?

	Younger Millennials	Older Millennials	Gen X	Baby Boom	Mature/Silent/Gen I
Quality					
Worse than national brands	15.2%	9.1%	13.0%	9.4%	9.4%
Comparable with national brands	75.8%	79.5%	79.2%	86.9%	90.6%
Better than national brands	9.1%	11.4%	7.8%	3.8%	0.0%
Value					
Worse than national brands	6.1%	5.7%	3.9%	6.3%	3.1%
Comparable with national brands	66.7%	36.4%	40.9%	35.6%	37.5%
Better than national brands	27.3%	58.0%	55.2%	58.1%	59.4%
Uniqueness					
Worse than national brands	16.7%	18.2%	14.3%	17.5%	9.4%
Comparable with national brands	75.8%	71.6%	77.3%	79.4%	90.6%
Better than national brands	7.6%	10.2%	8.4%	3.1%	0.0%
Innovation					
Worse than national brands	12.1%	18.2%	14.3%	16.9%	18.8%
Comparable with national brands	77.3%	72.7%	79.9%	78.8%	78.1%
Better than national brands	10.6%	9.1%	5.8%	4.4%	3.1%

Base: All respondents


43%
of shoppers use in-store signage to find out information about private label products.

What are your reasons for buying private label products?

	Younger Millennials	Older Millennials	Gen X	Baby Boom	Mature/Silent/Gen I
Comparable/lower prices compared with national brands	66.2%	78.4%	87.7%	88.8%	87.1%
Comparable/better quality compared with national brands	47.7%	52.3%	40.9%	41.3%	41.9%
Convenience	43.1%	30.7%	21.4%	21.3%	29.0%
More unique products compared with national brands	13.8%	11.4%	13.0%	5.0%	3.2%
Attractive product/packaging design	16.9%	8.0%	11.0%	4.4%	6.5%
Other	0.0%	0.0%	0.6%	2.5%	0.0%

Base: Respondents who buy private label products (n=498)