



**Euromonitor
International**

Retailer Corporate Strategies in Private Label

February 2024

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GLOBAL TRENDS IN PRIVATE LABEL

The visibility of private label products is increasing across the global retail sector
The ongoing cost-of-living crisis has propelled private label sales to new heights
Macroeconomic conditions in 2024 are expected to be favourable for private label sales gains
Today, two important trends are having an outsized impact on the private label space
Emphasising the value proposition of store brands gives retailers a leg up as inflation bites
Retailers are highlighting the low prices of their store brands to accentuate their value
Retailers are positioning some of their store brands as powerhouse brands in their own right
Retailers are keen to establish their private label lines as name brands in their own right

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