

ShopperWatch September 2025



Private Label Part 1:



The Core Consumer

Private label is no longer a niche; **two-thirds** of shoppers (66%) now **regularly purchase** own-brand products.



Across the Aisles:

The commitment to private label products extends across the store with grocery shoppers buying private label items in **an average of seven (out of 14)** distinct product categories.



The Perception Gap: Value vs. Image

"Value for money" (80%) is the defining perception of private label. While successfully establishing itself as **high quality** (39%) and **reliable** (31%), there remains an opportunity to build aspirational credentials like innovation and excitement.



Brand Loyalty is Vulnerable:

Named brands are at risk, as 81% of shoppers believe private label products are **just as good as branded products** and 86% are willing to purchase a private label alternative when their usual brand is unavailable.