

ShopperWatch October 2025

CHECKOUT



Private Label Part 2:



Premium Popularity:

Almost 3 in 4 (73%) of shoppers say they bought premium private label products in the **last 3 months**, outperforming standard (69%) and value (45%) tiers.



A Quality Upgrade:

Shoppers continue to see parity and progress in private label offerings, with 87% believing premium private label products are **just as good as leading brands**, while 84% think the quality of value range private label has **improved overtime**.



A Destination Driver:

Private label now influences where people shop, with 55% of shoppers saying they shop in a specific supermarket **because of its own-brand offering**.



Not Just a Budget Necessity:

Private label demand is durable and has room to grow, with 70% of shoppers saying they would **buy the same amount** of private label products even if they had more to spend and 73% would **buy more** private label products if a larger selection was available.

ShopperWatch is a partnership between Checkout and Ipsos B&A. Each month, ShopperWatch tracks shopper opinions on retailer advertising, new product launches, and retailer and brand promotions. We surveyed over 500 Irish grocery shoppers (October) to better understand their purchasing behaviour and attitudes towards private label products.

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