


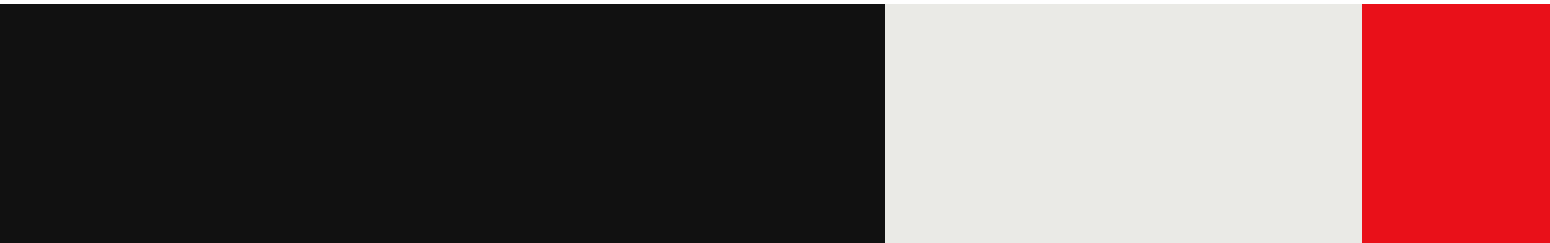
Private label brands move beyond grocery

Article



Store brands have traditionally proliferated when inflation or a recession spurs consumers to spend more conservatively. But as store brands become more premium and fill specific customer needs, price is no longer the only driving factor.

Consumers are moving beyond grocery when it comes to buying private label, and into other categories like home decor, apparel, and beauty. Retailers seeing this shift are introducing new product lines across customer segments, from **Bed Bath & Beyond's** minimalist home decor line, Studio 3B, to **JCPenney's** recently launched Mutual Weave, its first



denim-focused menswear brand. Even **Dollar General** has released a skincare line extension under its Believe Beauty brand, touting the products as vegan and cruelty-free.

Product Categories of Private Label Items that US Adults Purchased* vs. Are Open to Purchasing, Jan 2022

% of respondents

	Purchased*	Open to purchasing
Pantry items (pasta, canned goods, snacks, etc.)	67.4%	12.5%
Personal care (soap, shampoo, body cream, etc.)	54.2%	22.4%
Apparel (jeans, T-shirts, underwear, socks, etc.)	54.1%	24.9%
Household cleaning supplies	53.6%	24.7%
Over-the-counter medicine	51.8%	18.5%
Meat and poultry	43.2%	17.4%
Footwear (slippers, boots, running shoes, etc.)	34.3%	31.1%
Beauty products (makeup, face cream, fragrances, etc.)	33.4%	23.3%
Pet food and supplies	31.0%	15.2%
Electronics and accessories (TV, batteries, ear pods, etc.)	23.9%	31.7%
Accessories (handbags, backpacks, belts, wallets, etc.)	23.2%	35.3%
Home furnishings (bath towels, decorative pillows, duvets, etc.)	23.1%	45.7%

Note: *In the past 6 months
Source: Insider Intelligence, "Private Label Flash Survey" conducted by Bizrate Insights, March 1, 2022

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- According to our survey, nearly **80%** of respondents either had purchased or were willing to try private label products in **apparel, pantry items, personal care, and household cleaning supplies**.
- Further, about **one-third** of respondents who had not yet purchased private label **accessories, electronics, and footwear** were open to doing so; for **home furnishings**, the figure was almost **46%**. This signals consumers' willingness to discover store-owned brands in a broader range of categories.
- Surprisingly, respondents were least open to private label **pet food and products (15.2%)**, suggesting that there's room for more store brands in this category, but they need to showcase their products' benefits and attributes effectively. It's a space **Walmart** must be looking to fill with the launch of PRO+, its premium pet product line extension under the Pure Balance brand.
- As more retailers launch private label apparel lines, the notion that consumers are only open to more basic SKUs is debunked in our survey research for our "US Apparel Retail Features Benchmark 2022" report. Among US apparel buyers we polled in December 2021, **denim/jeans** was the No. 1 category where they would buy private label (**41.2%**). Basics and

replenishment items like **underwear (36.6%)**, **socks (31.5%)**, **sleepwear (23.8%)**, and **leggings (18.7%)** didn't rank as high.

[Read the full report.](#)