

The Grocer

Focus On: Own label

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There are few less glamorous items in food retail than a can of own label veg. Asda's Smart Price Mushy Peas may be the leading example, an understated 300g tin that costs a mere 18p. Such lines haven't always caught shoppers' eyes, but with living costs due to rise over the coming months, glamour may prove less alluring than function. For shoppers seeking to save money few products can offer the value of own label budget ranges. So will such products thrive in the expected economic climate? Beyond price, how can own label ranges compete? And what will retailers do to promote these products?

Ranges: What are the status of grocery retailers' own label ranges? Which categories are catered for? And what recent innovation has been added?

Brand response: With conditions seemingly set to favour own label in the coming year, what can brands do to respond?

Plant-based: Aldi's Plant Menu range sought to cater for seemingly every occasion in Veganuary this year. Will products at low prices convert more shoppers to vegan food?

Supermarket budget ranges: Profiles of the budget own label ranges at the four major supermarkets

PLMA show: Profile of PLMA Amsterdam trade show