

Private labels:

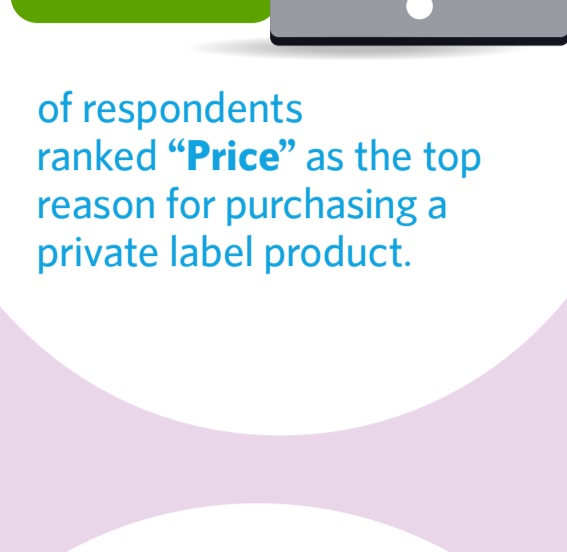
European consumers and packaging perceptions

Private label products have become a firm staple in European homes. Our new research explores how European consumers view them in terms of sustainability and packaging.



INSIGHT 1

Cost-of-living has altered consumer purchasing behavior



of respondents ranked **"Price"** as the top reason for purchasing a private label product.

48% stated **"Promotions"** is one of their **main drivers** to buy more private label products.



Private label products were also seen as high quality which was defined by factors such as:

- ✔ **"Better taste"**
- ✔ **"Local production"**
- ✔ **"Cleaner ingredients"**

WHY THIS MATTERS FOR YOUR BRAND

The price of private label items impacts grocery shoppers' purchasing decisions but quality is still important. Brands that **focus on promoting the taste, quality and provenance** of their products will give consumers what they want, even in uncertain economic times.

INSIGHT 2

Private labels have become a staple in European homes



of European consumers said they **always buy private label products**, making them the **private label loyalists**.

70% of European consumers **frequently buy private label products** as part of their grocery shopping.



WHY THIS MATTERS FOR YOUR BRAND

Even if the economic situation of European consumers improves, **50% indicate** that they plan to continue purchasing private labels.

European consumers want the option of private labels and these have become a popular choice amongst households. This has been driven predominantly from a price perspective and consumers are evidently willing to repeat purchase from brands which meet this demand.

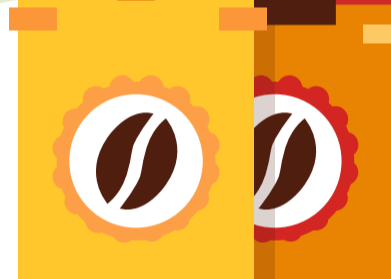
INSIGHT 3

Packaging can positively influence consumers to purchase a private label product

1 in 4 state that **packaging and its features** are one of the **reasons that they buy** private label products.



28% of grocery shoppers stated that **sustainable packaging influenced their purchasing decisions** to buy more private label products.



WHY THIS MATTERS FOR YOUR BRAND

The terminology used on the packaging can be a way to help a product stand out. Using terms such as **"Recyclable"**, **"Less plastic"**, **"Less packaging"** and **"Paper packaging"** have been found to positively influence a purchase decision for private label products.

INSIGHT 4

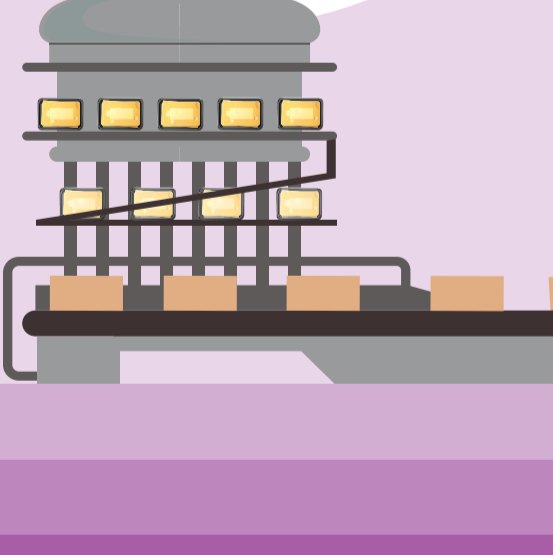
Consumers still expect retailers to do more when it comes to sustainability

42% of European consumers think that **local production is an area where retailers have been making an effort**.

34% also believe that they have seen progress in:

- ✔ **"Food waste reduction"**
- ✔ **"Less excessive packaging"**
- ✔ **"More sustainable packaging"**

However, **35%** believe **more effort is needed to use less excessive packaging** and incorporate more sustainable packaging.



WHY THIS MATTERS FOR YOUR BRAND

Consumers increasingly expect brands to showcase packaging circularity and reduce their carbon footprint. Therefore, more sustainable packaging with easy-to-understand claims will encourage consumer purchasing.

INSIGHT 5

Consumers may be willing to purchase more private products if they are more sustainable

28% of consumers stated that **more sustainable packaging would encourage them to buy** more private label products.



38% of respondents said **more sustainable features** such as recyclability and use of alternative materials **would also influence their choice**.



WHY THIS MATTERS FOR YOUR BRAND

More sustainable packaging features could be a game changer for private labels. Private labels should **prioritize the use of recyclable materials**, as consumers want to see **less packaging**, and they want to **be able to dispose of it properly**.

Explore [here](#) for more sustainable solutions targeted to retailers and copackers...

...and book a meeting with our retail packaging expert, [Madalina Mitru](#), to see the full research.