

PRIVATE LABEL MANUFACTURERS ASSOCIATION

Chicago, November 2022

The Private Label Manufacturers Association (PLMA) returned in-person after three years of virtual engagement. If the growth rate in private brand sales continues at the current rate, it is expected to increase 9% this year – almost twice that of national brands. Inflation and consumer financial pressures are forces driving the momentum.

CONSUMER CONFIDENCE

The theme of the conference was Consumers Are Back in Charge. It was evidenced throughout the show with emphasis on expanded offerings, exclusive lifestyle products and in-depth information on product origin and producers. In a new nationwide study from Culinary Visions® 80% of consumers surveyed agreed that they would like to have more information about the sources of the food they purchase in the grocery store readily available to them in the store.

Unique Global Insight

Private brands are in a unique position to provide a glimpse into which trends are translating into mainstream products with substantial volume potential. More than 50 countries were represented on the floor in national pavilions from Europe, Latin America and Asia. The vast majority of products showcased in the Idea Supermarket were from international retailers.

Planet Forward Foods

V-Label Brand – The latest certification to help consumers identify vegetarian and vegan foods is now registered in more than 70 countries.

Rescued Waste – Odds & Ends, a private brand from Misfits Markets, has gained a substantial following with consumers interested in high quality food at affordable prices from companies that deal directly with farmers and other producers to rescue foods that might otherwise go to waste.

Light Footprint Living – In a post-pandemic culture, consumer interest in minimal and compostable packaging has returned. From everyday staples to luxury goods, light footprint packaging was popular in food and beverage categories.

Farmer Focus

Farmers are the latest food celebrities to gain the spotlight on packaging that appeals to those who want a more direct connection to the source of their foods. Real life photography of farmers and their stories was featured on new packaging from Intermarché France.

Ready for Mainstream

PLMA is the place to spot product categories with volume potential and growth momentum.

Plant Based Foods – This category has evolved to include a wider variety of whole plant foods as opposed to manufactured meat substitutes.

Vegan and Vegetarian – Veg-centric dining has become a popular lifestyle choice and a desirable option for omnivores.

Affordable Organic – Organic is considered a synonym for quality across many categories of food and beverages. The designation was ubiquitous on new product introductions.

Allergen Avoidance – Products free from allergens and artificial ingredients are in vogue for sensitivities as well as diagnosed allergies. A new full line of gluten free products from Hy-Vee was on display.

IMPLICATIONS FOR FOOD MARKETERS

Elevated Everyday

Today's food conscious consumers are embracing private brands that deliver premium characteristics and ingredients at affordable prices.

Trusted Sources

Private brands resonate with consumers because they are trusted for quality and value.

Rush for Relevance

The story behind the brand has never been more important as retailers strive to be meaningful to their customers in a post-pandemic world.