



Numerator

MYTHBUSTERS

"Shoppers associate private label with lower quality."

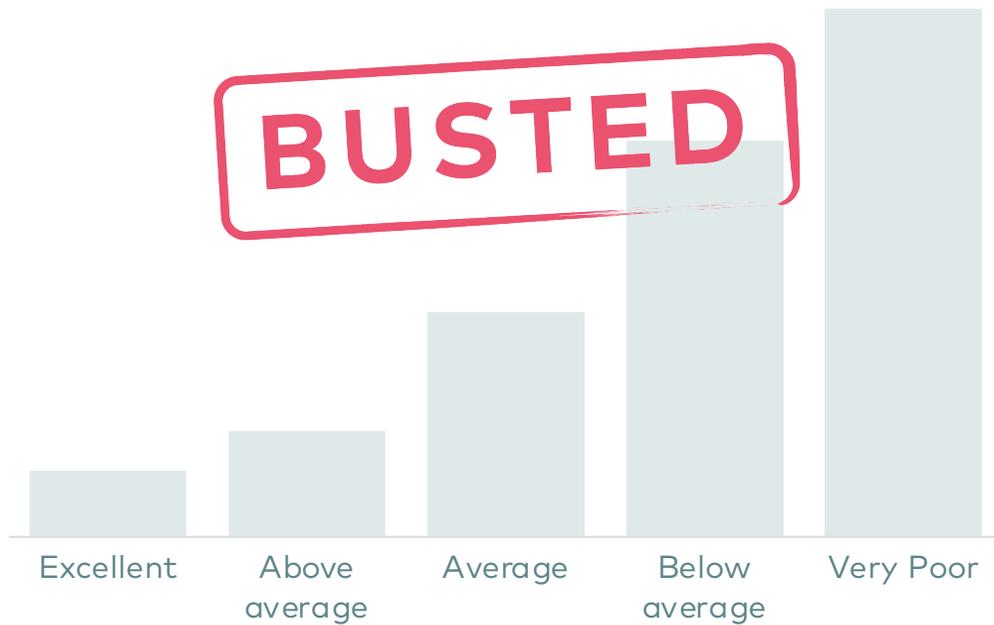
August 2019

©2019 Numerator • Confidential

MYTH

"Shoppers associate private label with lower quality."

Private Label Quality Perception

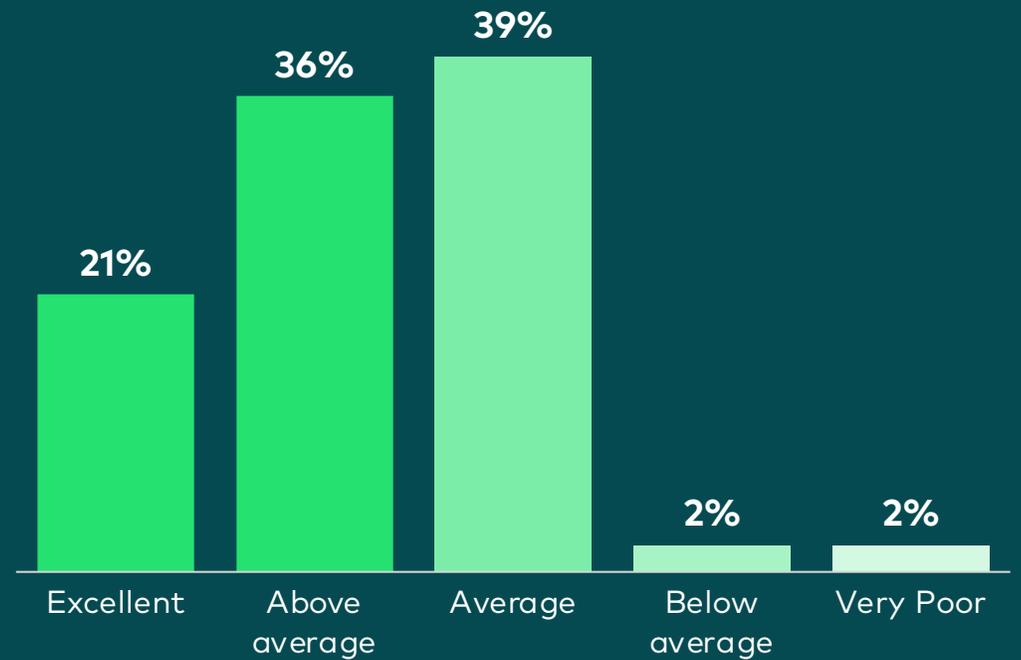


Left Chart: Illustrative purposes only
Right Chart: Numerator Insights 12 months ending 06/30/2019

TRUTH

57% of shoppers rate PL quality above average.

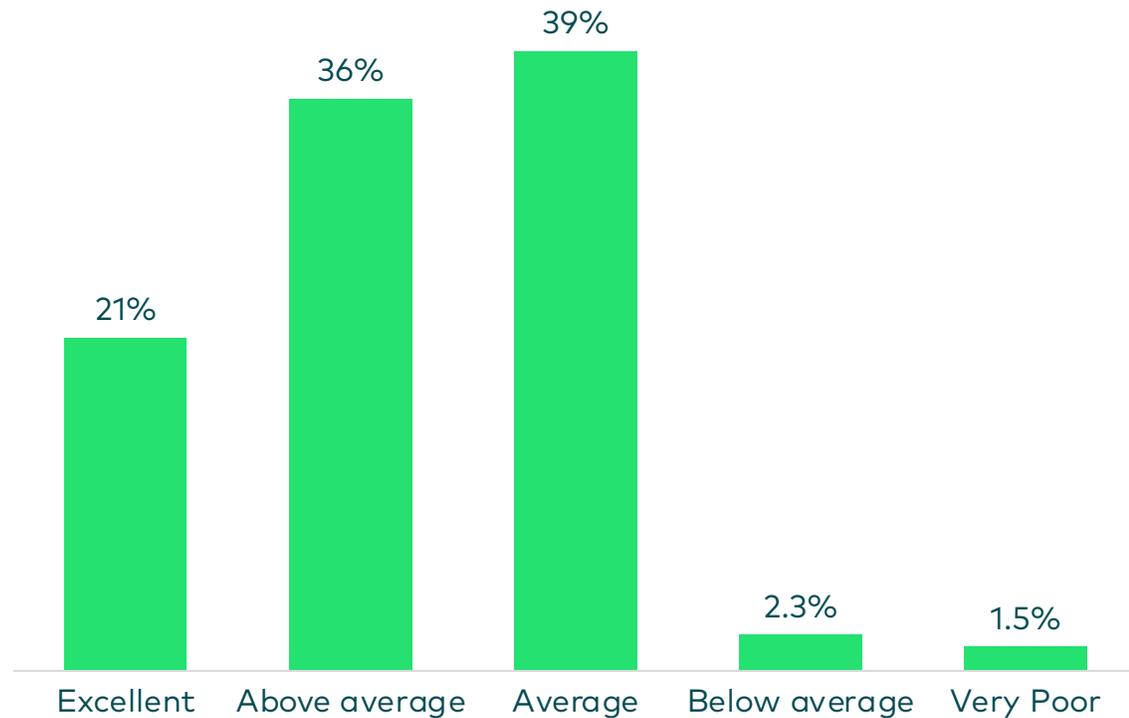
Private Label Quality Perception



Shoppers look favorably on private label both in terms of quality and value for money.

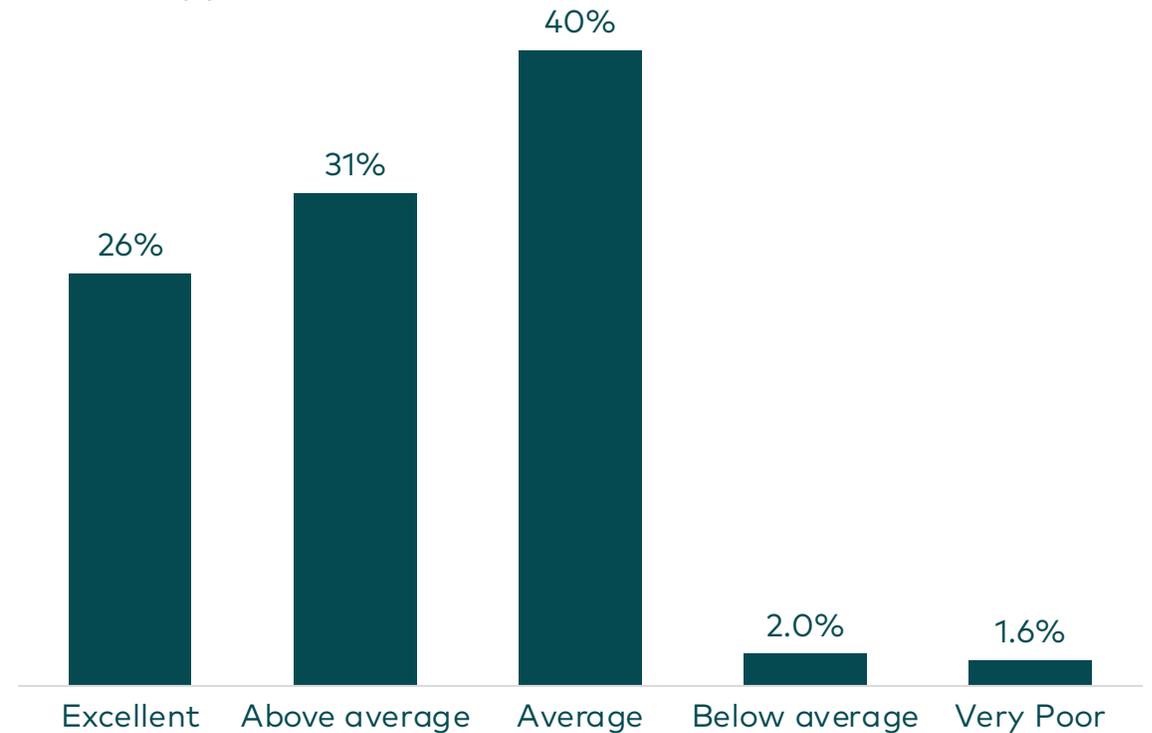
How would you rate private label products on **quality**?

% of Shoppers



How would you rate private label Products on **value** for money?

% of Shoppers

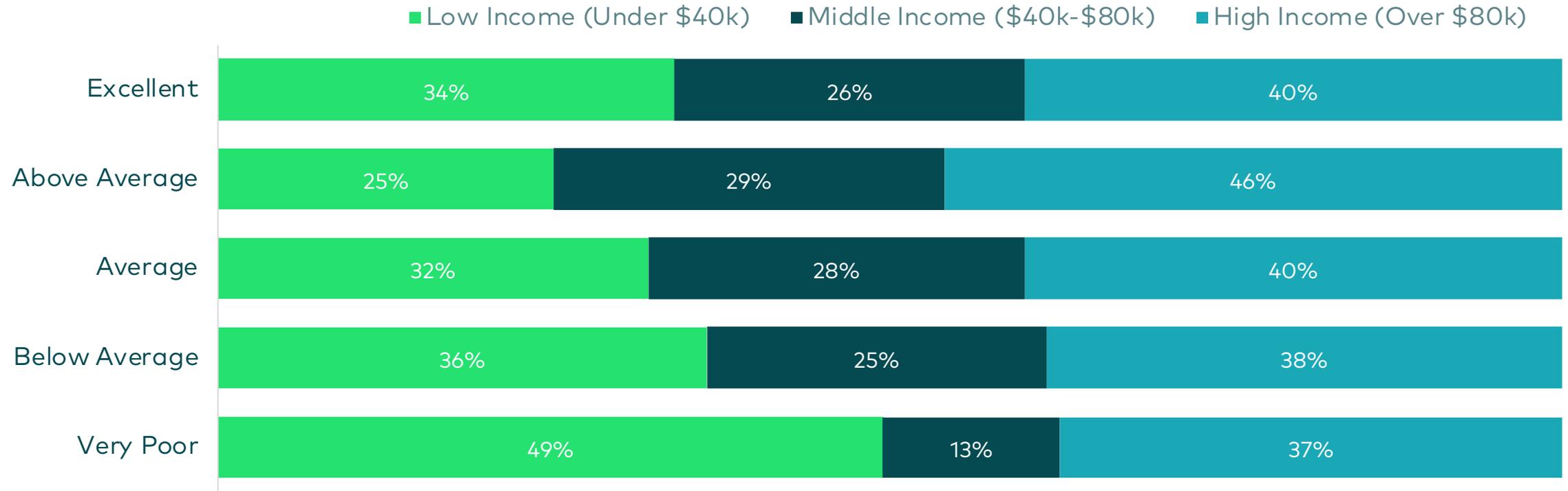


High income shoppers are more impressed by the quality of private label.

This may be a result of the stores they shop or because they feel less financial pressure to choose PL

Private Label Quality Perceptions x Income Level

% of Shoppers



Private label quality perception tends to align with percent of CPG dollars spent on PL.

Interestingly, those who rate private label quality "very poor" did not follow this trend

Private Label Share of CPG Spend

% of CPG dollars spent on PL, grouped by PL quality perception

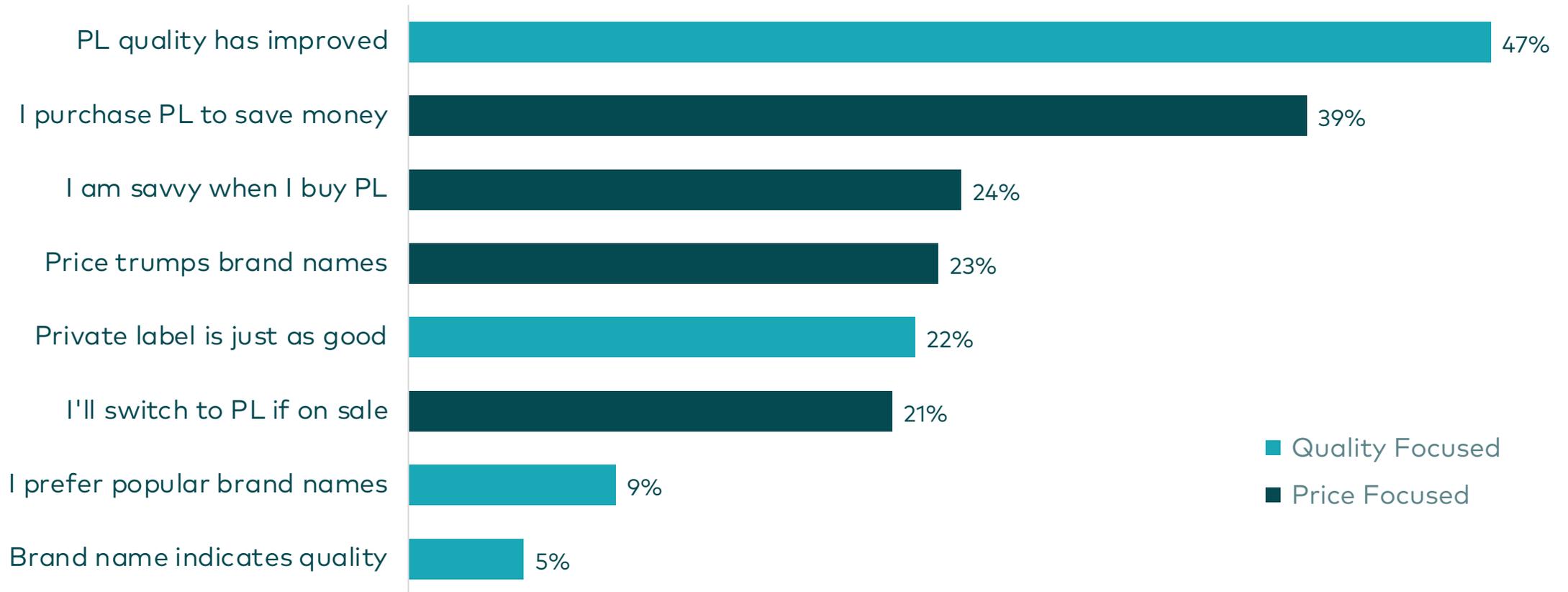


Most shoppers aren't beholden to brand names

Not only do they enjoy financial benefits of private label, they also view it as a quality option

Private Label General Perceptions

% of Shoppers



Shoppers **like**
private label... for more
than just its price tag

Private label is viewed by many shoppers as a **low cost, high quality** alternative to brand name products.

Questions we can help to answer:

- Which store's shoppers are most critical or complimentary of private label?
- How can brand name products compete with private labels that are viewed as high quality?
- In which categories do private label products perform best?

Any other myths you want us to bust?
hello@numerator.com