

Study: Consumers View Private Label Favorably

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NEW YORK — More than two-thirds (68%) of primary household shoppers, polled as part of the 2009 Best New Products Awards American Grocery Shopper Study, agree that private-label brands usually offer extremely good value for the money.

The research that was introduced here last week also revealed that two-thirds of respondents think that store brands are just as good as name brands, and only 39% agree that the best new products usually come from name brands.

“All signs point to increased competition by store brands,” said Robert Levy, president and chief executive officer of BrandSpark International. BrandSpark conducted the online research with more than 50,000 respondents in November and December.

Despite greater acceptance of private brands, when it comes to consumer trust, national brands still reign supreme.

When asked open-endedly about the most trusted brand in the grocery store, Kraft received the most mentions (11.1%), followed by Campbell’s (5.3%) and General Mills (5%). Store brands, meanwhile, were only brought up by 1% of respondents.

As their lower price point drives greater penetration, private brands have the potential to improve their position. The vast majority of respondents (93%) said that when it comes to the drivers motivating new product purchases, providing better value for the money is either extremely important or very important, followed by offers better quality (90%), and long lasting/more durable (88%).

BrandSparks’ study also gauged shoppers’ opinions of new products introduced within the past 18 months in 23 categories. Thirty-eight manufacturers nominated the 78 brands of products that were voted on.

Winners include: Doritos Collisions chips; DiGiorno Ultimate Frozen Pizza; Edy’s Slow Churn vanilla ice cream; Hershey’s Bliss Chocolate; Progresso Light Soup; Kellogg’s Special K Cinnamon Pecan; and Prego Heart Smart Pasta Sauce; A&W Float carbonated beverage; Green Works Natural all-purpose cleaner; and Tide Pure Essentials laundry detergent.

Winners earn the right to bear the 2009 Best New Product seal, which includes the Better Homes and Gardens logo.