United States

Key takeaways

Finding Harmony on the Shelf:
2025 Global Outlook on Private Label & Branded Products

NielsenIQ

Executive Summary: what's in the box is more important than the name on the box

United States

1 From Generic to Store Brand

Private Label is a Destination: shoppers select retailers based on store-brand offerings

Stigma is gone:
72% of US consumers say private labels are good alternatives to name brands

Demand is growing:
59% of US consumers say they would buy more private label products if a larger variety were available

Value is high:
75% of US consumers say private labels are good value for the money

2 Hybrid shoppers

More brands being bought with shoppers considering store brands as part of their total brand menu

Shoppers have hybrid purchasing practices

Brand purchasing:

Product attributes drive purchasing:

- Generational purchasing
- Associations
- Perceptions
- Experiences
- Consistent quality

Store brand purchasing:

Experience and value drives purchasing:

- Association with the retailer
- More value for the price
- Fewer perceived quality differences within the category e.g. skim milk

3 Future State

Store brands will continue to gain share: as quality continues to improve, value strengthens, and shoppers become more accepting

Coexisting is the norm:
Consumers still select brands over private label in most cases, but value proposition will be relentlessly challenged by store brands

Transparency:
Brands that demonstrate transparency in labeling and ingredients will continue to capture share

Innovate
Store brands are innovating, taking chances on uniqueness and have direct path to distribution

4 What brands need to do

100% Consumer focused. CPGs can no longer "rinse and repeat" meaningless line extensions

Exceed consumer expectations. This is what small brands are doing every day.

Early and Fast is the path forward:

- Have courage to explore ideas that initially don't meet traditional financial hurdles
- Store brands are spotting trends early, executing faster and developing novel innovations
- Social listening is critical to trend spotting

Be everywhere:

- Manage out of stocks
- Feed consumer discovery through social, trial, online ordering bonuses
- Live your value prop

Top *findings*

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49% of US consumers say they're likely **buying more private label products than ever before**[1]

+4.1%

annual US Omni sales growth year over year[2]

Top 10 US brands see slower sales growth **(+1.7%)** compared with private labels[3]

2X emotional connection

US consumers are twice as likely to associate emotional factors with large name brands compared with private labels.[1]

In the US, across CPG categories …

Consumers are needs-driven

54%

of US consumers say brand or store brand is irrelevant; they just buy what they need [1]

US consumers continue to be "sold" on private label, in the same way they were a year ago.

Retailers should continue to innovate and evolve private label offerings to maintain momentum.

Even though US consumers report having deeper emotional connections with branded products, Top US brands see slower sales momentum vs. private labels.

People make decisions based on their needs and consider a wide range of options, waiting for the right brands to capture their attention.

Every organization has the opportunity to capitalize on consumer intentions.

Sources: 1) NIQ 2025 Private Label & Branded Products report global survey with regional data references, 2) NIQ Omnisales+, Total private label sales, Growth calculated vs. year ago, Annual period ended 2/22/25, Value % growth, 3) NIQ Omnisales+, Top 10 based on value sales, Sales % growth vs. year ago, Annual period ended 2/22/25, 4) NIQ Omnisales+, % difference in Avg. Unit Price of Branded Products aggregate vs. Private Label aggregate, Annual period ended 2/22/25

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Additional talking points

Private labels:
From stigma to status

Demand remains steady

+4.1% annual US Omni private label sales growth year over year[2]

vs.

+4.2% Measured year ago[2]

Innovate to win…

59% of US consumers say they **would buy more** private label products if a larger variety were available[1]

Branded products:
Build deep connections

62% of US consumers say they always buy the same name brands they know and trust.[1] Reinforcing the strength of emotional connection.

Converting at the shelf is key…

46%

of US consumers say that some of their favorite **name brands no longer seem to be available when searched for**[1]

Co-existing:
The Total Shelf Will Drive Growth

You can struggle to survive alone—or strive to grow the overall size of prize.

60% Consideration

of US consumers say they're **buying more brands, across more categories** than ever before[1]

64% Captive audience

of US consumers say if **they look hard enough, they can find a brand that fits their exact needs**[1]

Sources: 1) NIQ 2025 Private Label & Branded Products report global survey with regional data references, 2) NIQ Omnisales+, Total private label sales, Growth calculated vs. year ago, Annual period ended 2/22/25, Value % growth 3) NIQ Omnisales+ Total private label sales, Growth calculated vs year ago, annual period ending December 2023 previous 52 weeks, Value % growth