

Private Label

Marketing

Retailer own-brands, and how manufacturer brands respond.

The competitive dynamic.

Own-label advantages

No advertising cost to recover

Controls shelf position and facing

Prices set against the brand leader

Data on what actually sells

Brand responses

Genuine product innovation

Distinctiveness that cannot be copied

Building demand outside the retailer

Selective promotion, not permanent discount

Permanent discounting teaches customers the real price is the discounted one. The premium rarely comes back.