

# The Grocer

**Focus On: Own label by Amy North (amy.north@thegrocer.co.uk)**

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## The Story

**Own label's share of grocery sales is once again rising in the mainstream mults, both in value and volume. To what extent is this being driven by falling prices for brands? What about the development of upper tier and specialist own label lines? In which sectors is own label winning the most? Where is it struggling? And what does the coming year have in store?**

## Key themes:

**Retailers:** Central to this feature will be an exploration of how different retailers – from the big four, Waitrose and the Co-op through to the discounters – are approaching own label and brands. How have retailers developed their ranges over the past year? Who's pushing brands at the expense of own label, and vice versa?

**Pricing:** With the wider grocery market gripped by deflation in the past year, and prices now rising, how are prices holding up in own label? With retailers increasingly pushing upper tier, specialist and tertiary lines are prices holding up or are they in decline as the supermarkets are forced to compete on price with the discounters? How have the discounters' own label prices changed in the past year?

**Tiering:** Ever since Tesco introduced the concept of 'good, better, best' tiering of own label offers in the mid-90s, more and more players have been developing tiered own label ranges. The discounters are increasingly doing so too. What effect is this having on the market? Who's doing what?

**Promotions:** This feature will explore how the promotional strategies of retailers and brands have changed over the past year. We are particularly interested in how 'Dine In For £10' type deals are affecting the market and driving growth.

**Health & functionality:** Retailers are continuing to develop own label lines centred on health and functionality. How successful have these lines been and why? What's next in this area? Is free from ripe for development?

**Tertiary brands:** This feature will pay close attention to so-called 'tertiary' brands – such as Tesco's City Kitchen, Waitrose's Seriously and so on – and their significance in the price war. Which tertiary brands have been most successful and why?

**Innovation:** This will be key to this feature. We will be investigating how new product development has shaped the category over the past year and what is in store for shoppers in 2017. We will be profiling four of the most interesting launches in a separate innovation panel

## Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What's next for the category?