

The Grocer

Focus On Own Label

Niamh Leonard Bedwell (N.Leonard-Bedwell@thegrocer.co.uk)

Publishing: 17 May 2025

Advertising deadline: 25 April 2025

Submissions deadline: 30 April 2025

Own label's share of grocery has grown in both value and unit terms over the past year, with sales up by 3.3% in value and 0.7% in units, while brands have value growth of 0.7% on units up by 0.2% [NIQ 52 w/e 22 March 2025]. To what extent is the escalating price war driving the growth in own-label products? Which retailers are using bargain prices on own label as a point of differentiation and, conversely, to what extent is promise of low prices on branded goods being used to lure shoppers through the doors? Which categories are seeing the strongest growth in own-label and brands? And to what extent are retailers using premium tier own-label offerings as a USP?

Categories: This feature will pay close attention to the categories that are showing steepest growth for branded and own-label goods and the reasons for this. Some – such as soft drinks and beer – have long been bastions of brands but are there any signs that things are changing? And what about categories that are dominated by own-label; are there any opportunities for brands?

The price war: A March poll by NIQ found that 47% of Brits say they're likely to buy more own-label groceries than ever before over the coming year as they adjust to economic pressures they're facing. How are retailers – particularly Asda, which has vowed to become the UK's cheapest supermarket in January – using their own-label and branded offerings to help shoppers on a budget and win share of the market?

Innovation: This feature will pay close attention to the latest trends in own label and how this is playing out in terms of product innovation. We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.