



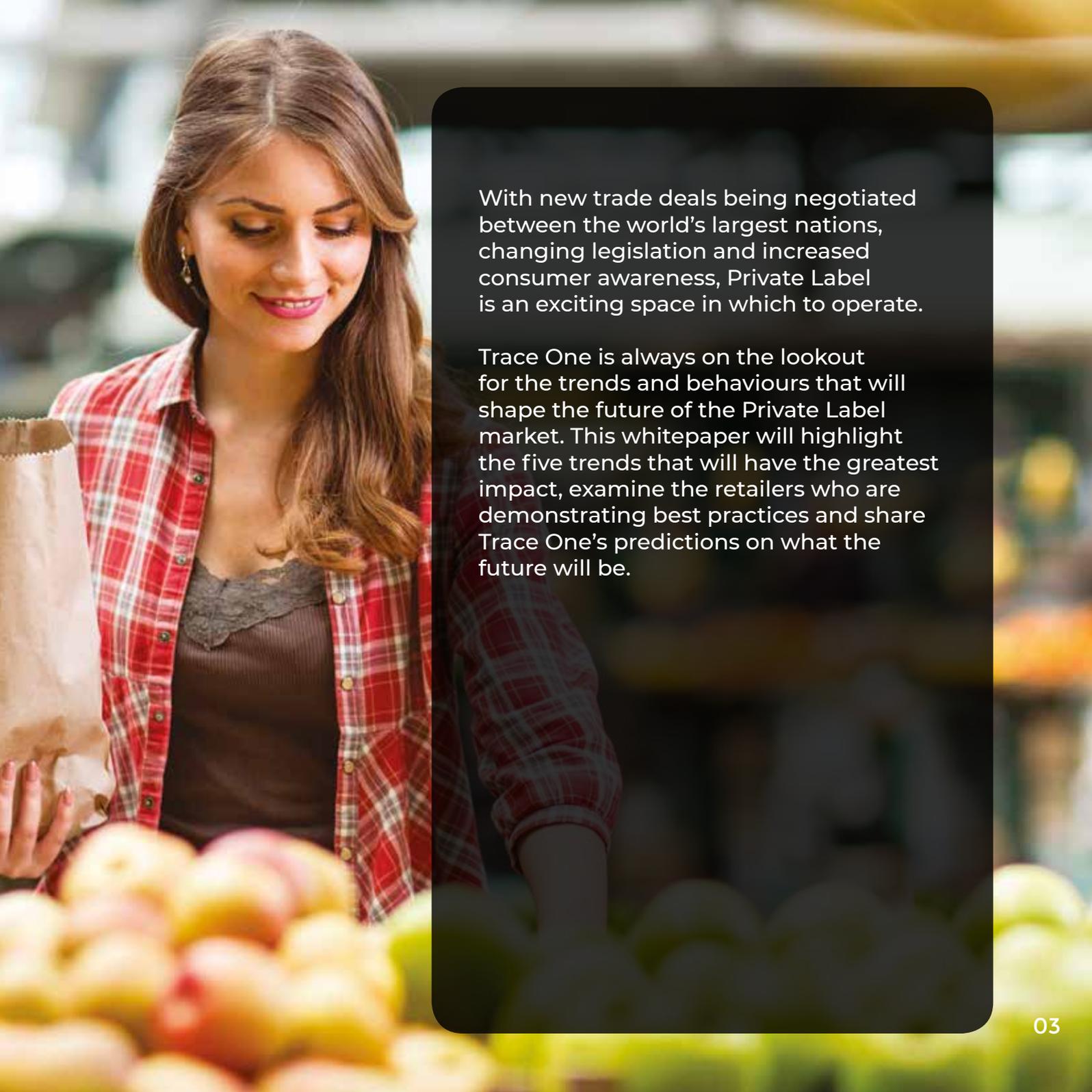
Keeping up with Private Label Trends

Whitepaper

TRACEONE
EXEC CLUB

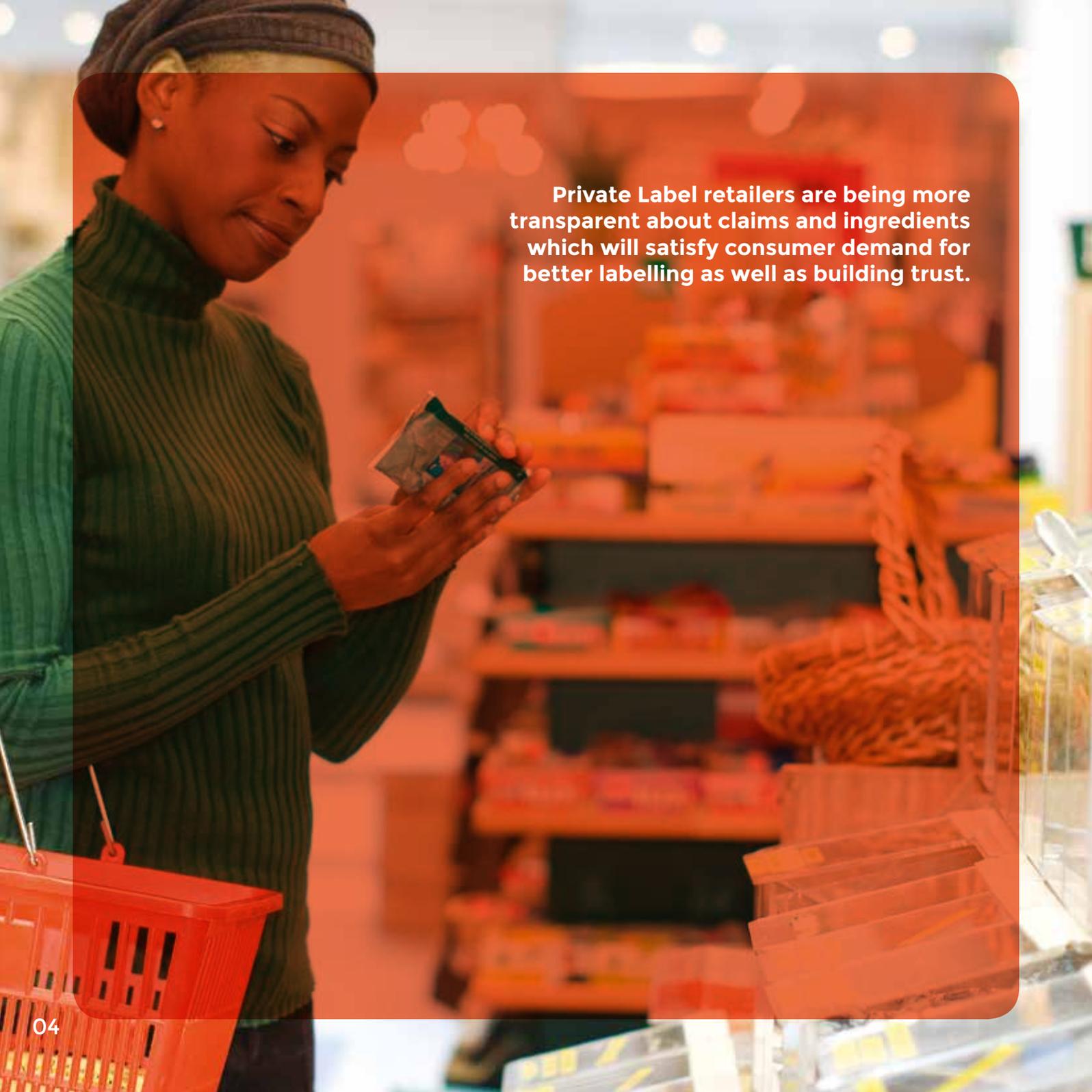
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With new trade deals being negotiated between the world's largest nations, changing legislation and increased consumer awareness, Private Label is an exciting space in which to operate.

Trace One is always on the lookout for the trends and behaviours that will shape the future of the Private Label market. This whitepaper will highlight the five trends that will have the greatest impact, examine the retailers who are demonstrating best practices and share Trace One's predictions on what the future will be.



Private Label retailers are being more transparent about claims and ingredients which will satisfy consumer demand for better labelling as well as building trust.

Trust and Transparency

In the UK, Lidl's #LidlSurprises campaign is taking a macro approach to generating trust with an advertising campaign that shows sceptical consumers being introduced to its growers and farmers.

In the US, Trace One is seeing this transparency being taken right to the customer's basket.

Transparency in Action – Raley's Extends Shelf Flagging to eCommerce

US food retail chain Raley's Supermarkets is leveraging this ability to be more transparent than national brands by launching what's been heralded as a 'one of a kind' shelf tag program¹ to help customers make informed decisions more easily. This saves customers from having to interrogate individual labels and retailers from having to segregate specialist products into separate aisles.

Raley's has taken the concept a step further and extended it to their advantage by incorporating shelf flag categories into their eCart Click & Collect service. As an independently developed program, Raley's can tailor it specifically to what their customers want – providing a differentiator to other supermarkets.

The Future

Trace One predicts that more organizations will begin to offer this kind of program, extending it across their physical and online stores via shopping apps that help customers make rapid decisions about the groceries they want to buy.

Trace One further believes that retailers will extend trust and transparency initiatives:

- **Partner collaboration and vetting**

Retailers will actively seek partners with whom they can extend their traceability credentials via single-sourcing.

- **Certified facilities**

Alongside providing reassurance to consumers seeking to buy locally / from responsible retailers, Trace One expects to see Private Label brands providing certification information to the consumer as additional information on their website.



64%

of consumers globally say they follow a diet that limits or prohibits consumption of some foods or ingredients.²

New In-Store Experiences

In-store sampling is not a new phenomenon, but it offers an exceptional opportunity for retailers to drive uptake of their Private Label products. 'Tasting is believing,' and research³ demonstrates that allowing shoppers to taste a product directly influences sales.

For stores that have a restaurant or deli counter, there's an extra opportunity to sell by highlighting that the sandwiches or hot meals on offer are made from their own (Private Label) produce. There is a further opportunity to place recipes alongside Private Label products, which could increase basket spend whilst giving the customer an effortless way to shop for a meal. From an online experience perspective, with 59% of 25 – 34-year-olds cooking with their smartphone or tablet handy⁴, supermarkets that offer consumers the ability to 'shop the recipe' put themselves in a strong position to capture market share with their own products.

In ideal conditions, in-store sampling can result in a six-fold increase in sales on the day, with a 90% increase still present in product sales after 20 weeks⁵

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1. <https://www.businesswire.com/news/home/20170906005739/en/Raley%E2%80%99s-Launches-Shelf-Guide-Bring-Transparency-Grocery>
 2. www.nielsen.com/ca/en/insights/reports/2016/whats-in-our-food-and-on-our-minds.html
 3. <https://www8.gsb.columbia.edu/newsroom/newsn/3703/why-marketers-should-care-about-taste-touch-and-smell>
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 5. <http://www.supermarketnews.com/blog/sampling-5-senses-grow-sales>

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