

# The Evolution of Private Label Brands

National Surveys  
Conducted in 2000-2010-2021



September 2021

# Research Specs

- ✓ Online Quantitative Survey (CAWI)
- ✓ Via Focus Bari | YouGov panel
- ✓ Adults 18-74 years, National
- ✓ Sample: 1.114 individuals
- ✓ Fieldwork : July 2021

# Comparative Findings

Of National Studies presented  
at relative conferences

**2000**

**2010**

**2021**



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During the last 20 years, the number and variety of private labels available at the Greek supermarkets has tremendously increased

*Following the economic crisis of 2009, consumers seem to respond positively*







## Among the total population:

Within the last 20-year period, the proportion of Greek consumers purchasing at least one product category of private labels systematically has doubled, and currently has grown to 94%

Purchase frequently/  
systematically at least  
one product category of  
private labels:

**2021**

**94**

**2010**

**77**

**2000**

**50**

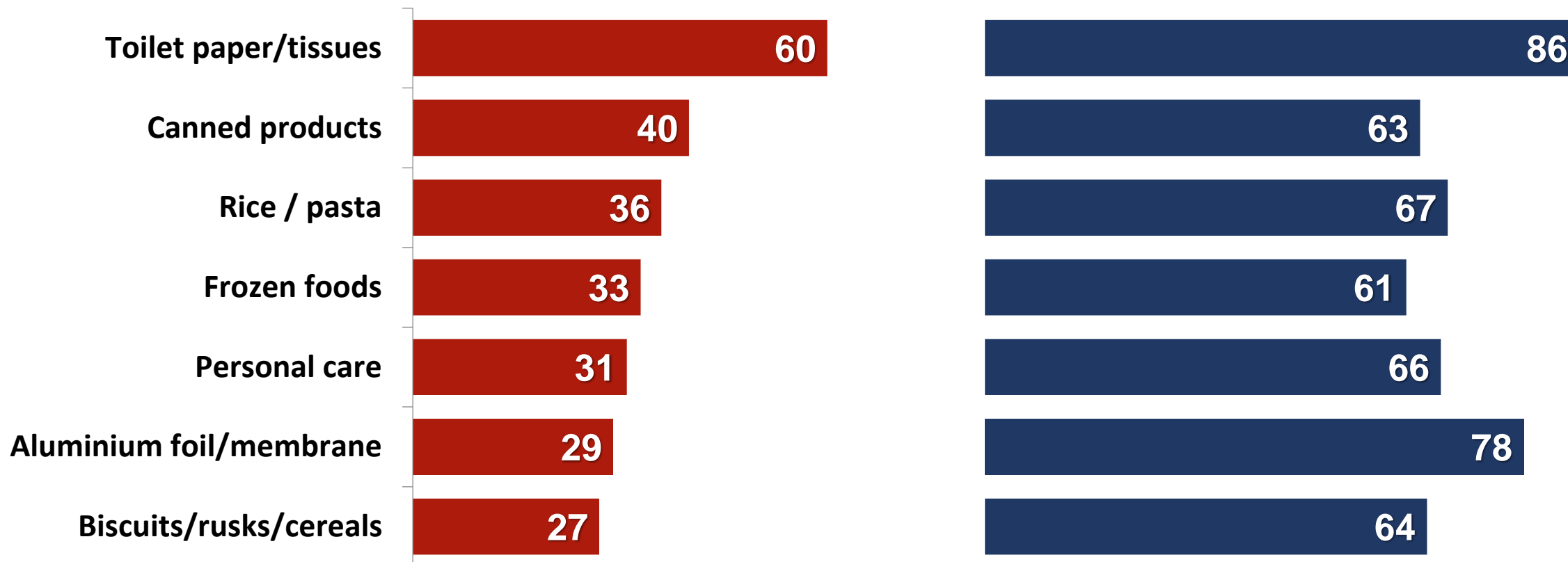
%

Focusing on specific product categories, it is found that they have all substantially increased within the last decade

% Buying frequently/regularly

2010

2021

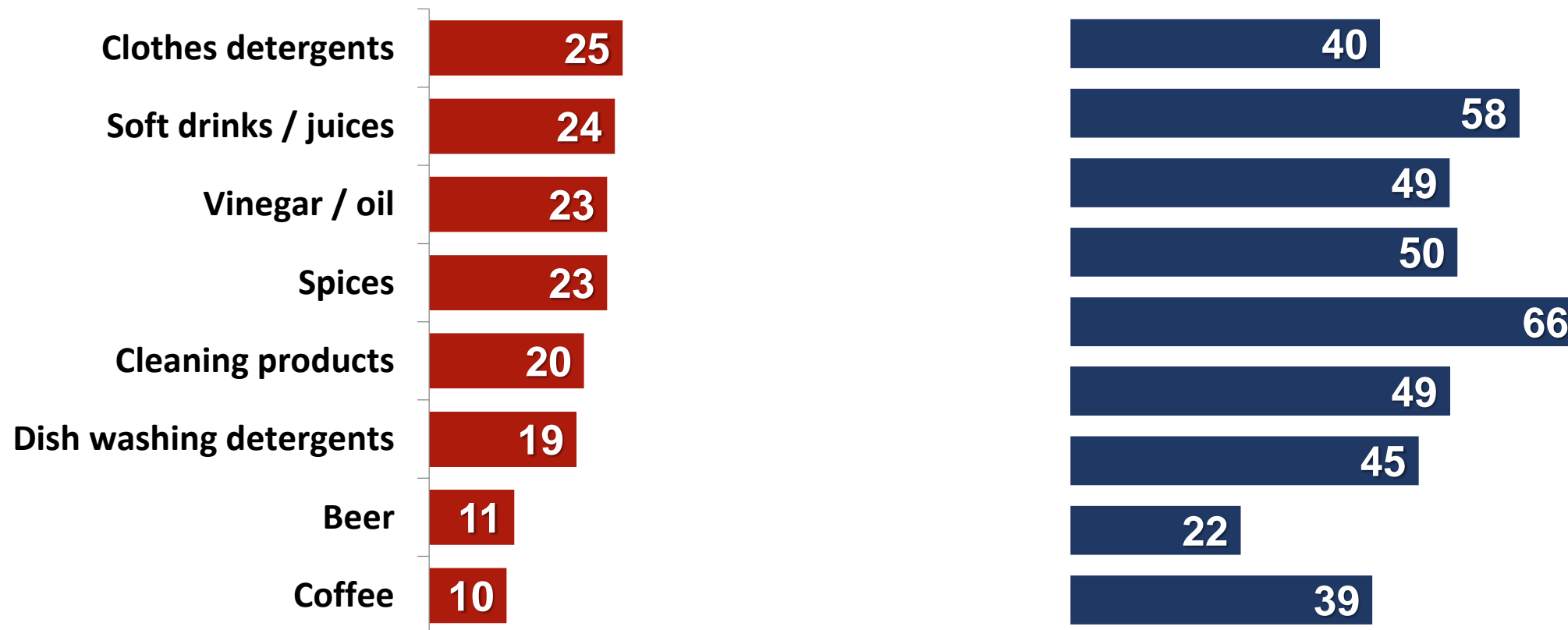


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% Frequently/regularly

2010

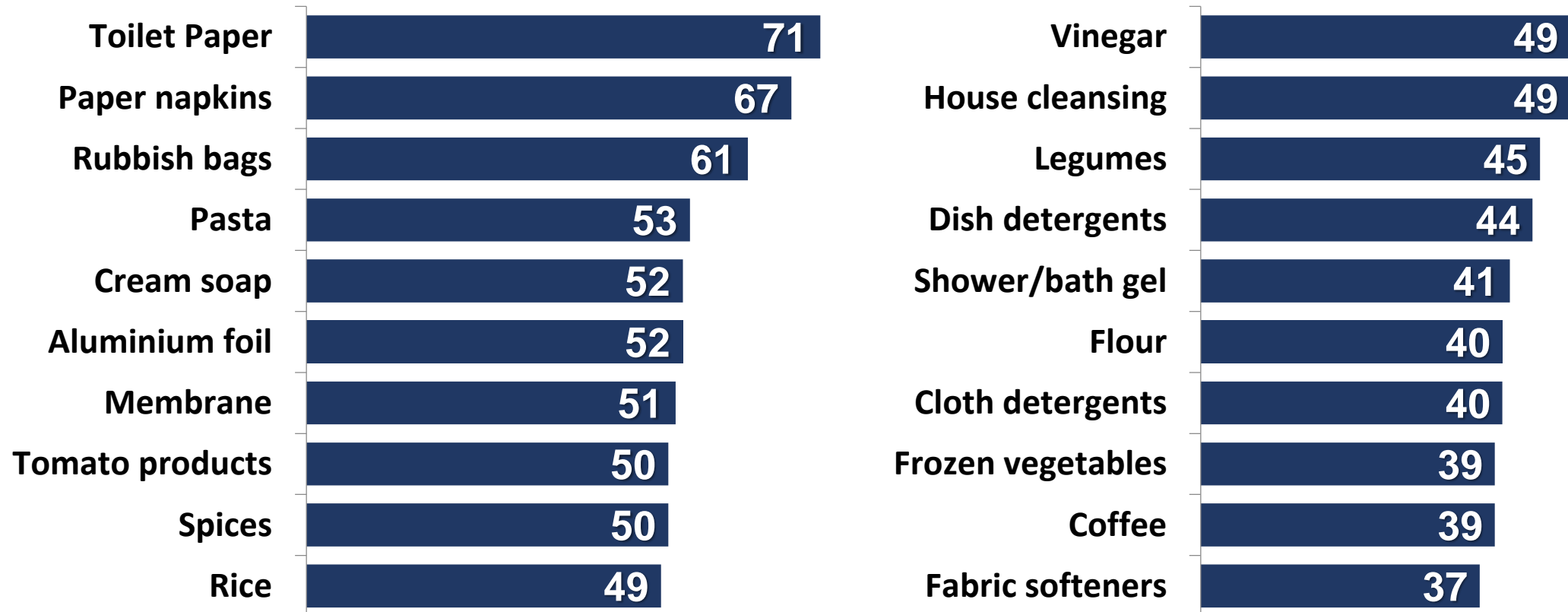
2021





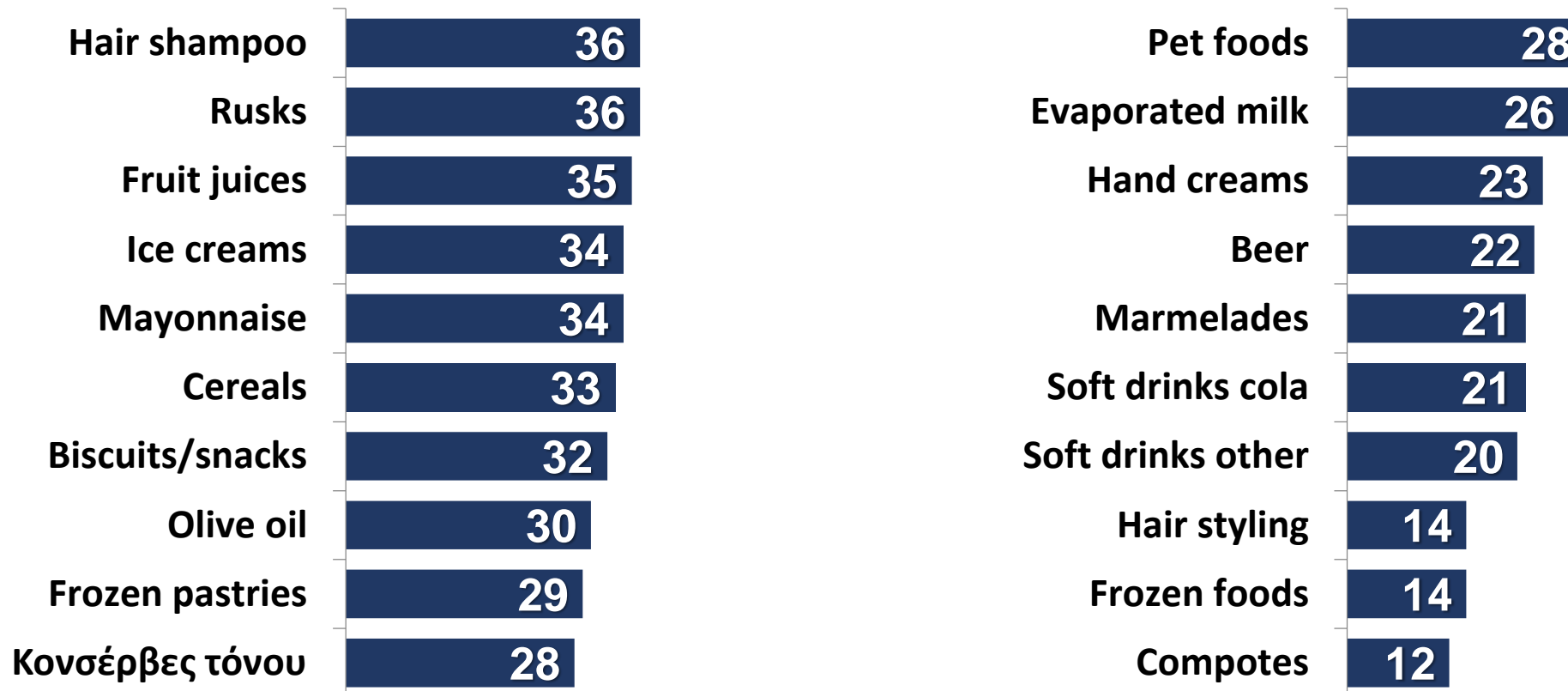
In more detail, the specific product categories that consumers currently buy regularly a private label (2021 study) are:

**% Regularly / frequently**



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**% Regularly / frequently**

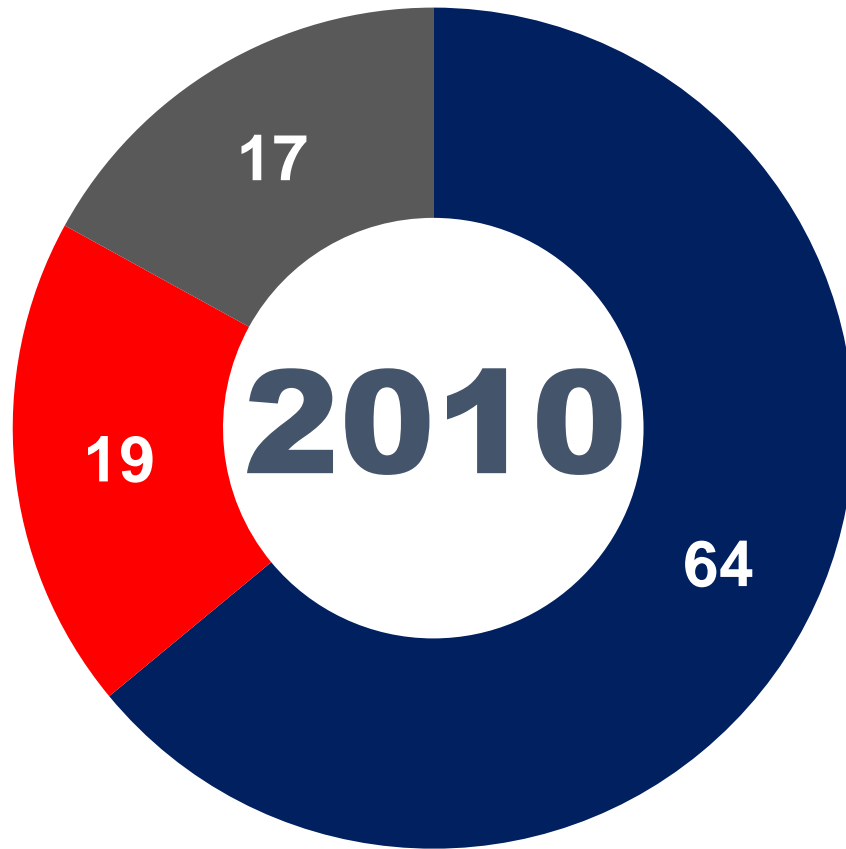


The impressive increase of the private labels market is also accompanied by...

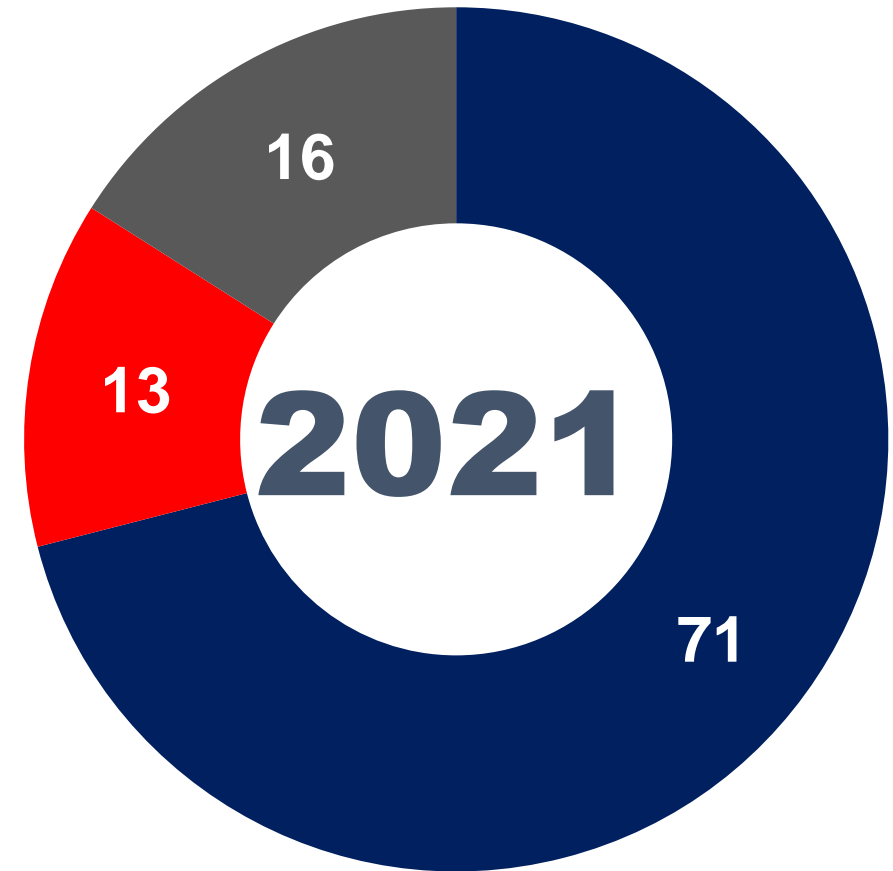
*...a positive opinion  
among consumers*



# The majority of consumers believe that private labels offer value for money



%



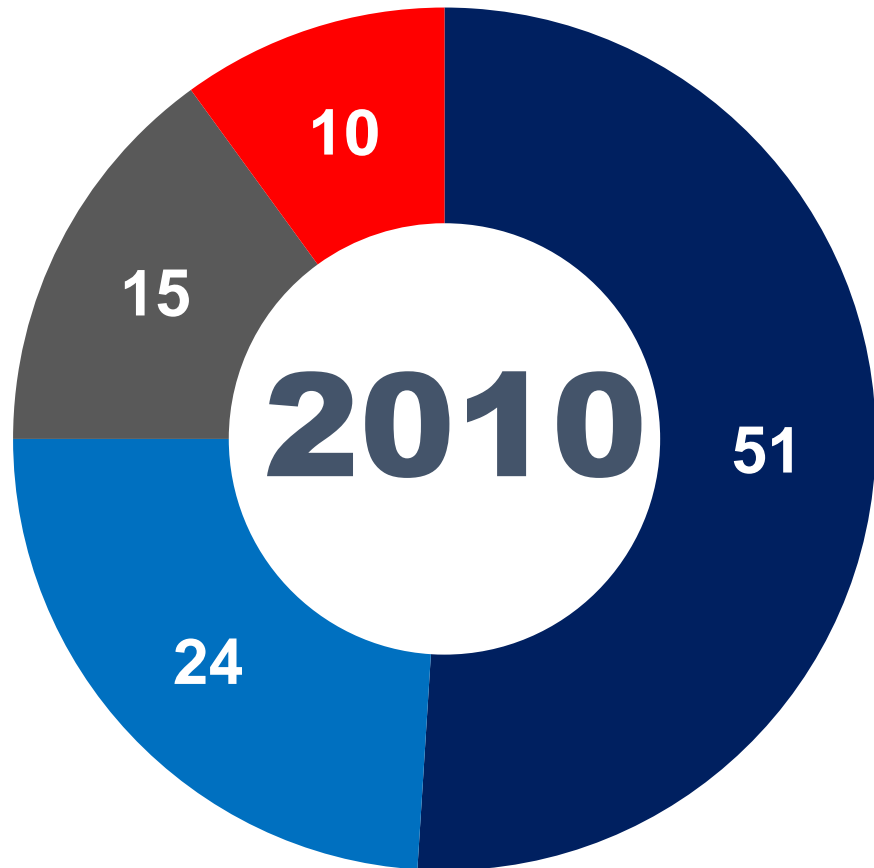
■ Worth their money

■ Not worth

■ Don't know

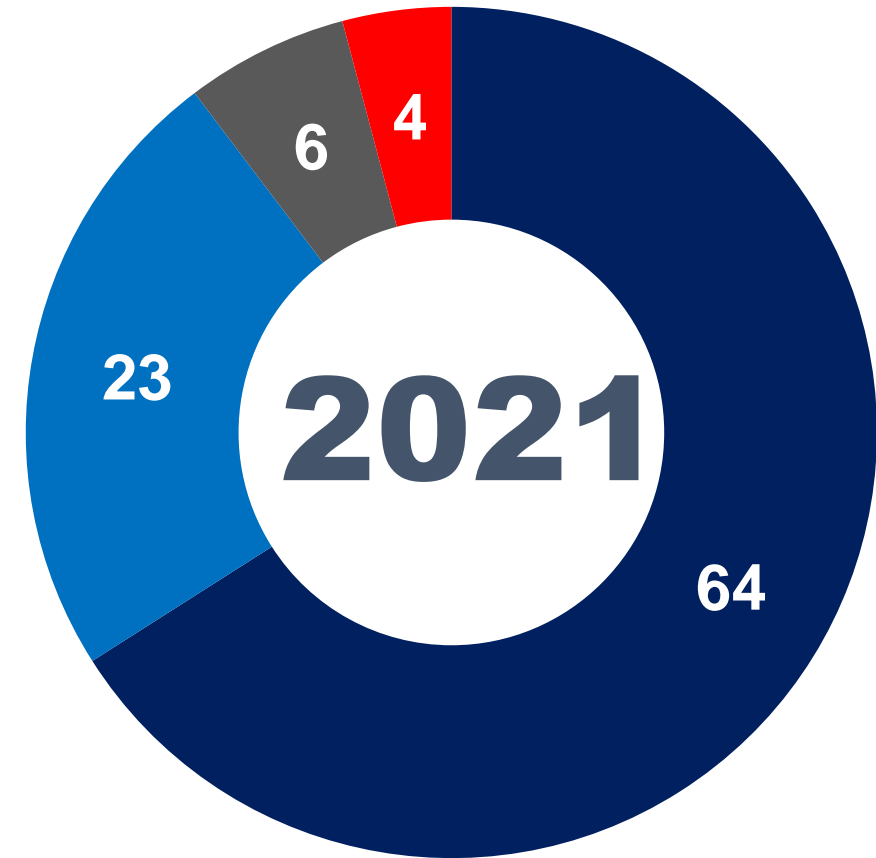


However, despite the positive image, the majority of consumers would prefer branded products vs. their regular PL if they found them at an offer approaching the PL price



■ Definitely the brand  
■ Probably the PL

%



■ Probably the brand  
■ Definitely the PL

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thank you!

More info?  
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