




## **Fighting Private Label:**

Growth drivers, brand defence strategies and market opportunities

Business Insights in association with AIMARK and Europanel

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### **AiMark**

**AiMark** is the center for Advanced International Marketing Knowledge. It is a non-profit cooperation between the academic world and business. AiMark is located at Tilburg University and headed by Professor Jan-Benedict Steenkamp, working in cooperation with a global community of leading academics and fueled by the massive consumer databases of Europanel and its partners. Tilburg University is one of the leading universities in Europe in business administration, economics, social sciences, and law. It is an independent organization, focusing on top undergraduate, graduate, and executive education and cutting edge research. Its Faculty of Economics and Business Administration is consistently ranked among the European top schools in terms of quality of education and research

### **Europanel**

**Europanel** is operated by the market research agencies GfK and Taylor Nelson Sofres. It aims to provide in-depth knowledge of the consumer locally and internationally. Focused on consumer purchasing panels, the underlying principle is to provide the best available consumer information in every country. Today, between GfK and TNS, Europanel has consumer panels in 44 countries worldwide including 24 countries in Europe. Europanel's preferred Internet information provider of web experience and behavior metrics is MetrixLab. Through its advanced and proven research technology, MetrixLab provides e-businesses, research companies, and consultancy firms with intelligent Internet information solutions to evaluate the experience and behavior of Internet users.

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