

# **ASSESSING AND FIGHTING THE PRIVATE LABEL THREAT IN EUROPE**

**The impact of pricing, saturation and  
the recession on private label  
growth**

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## **Europanel**

Europanel™ measures consumer behaviour to understand market movements and their implications. Our primary sources are high quality continuous consumer panels, run in 54 countries by our owners GfK and TNS - two of the top 10 marketing information companies in the world - and our other partners. From these, we deliver actionable and creative insights to enable better business decisions.

## **AiMark**

AiMark is the center for Advanced International Marketing Knowledge. It is a non-profit cooperation between the academic world and business. The activities of AiMark Institute are coordinated at University of Tilburg (for Europe) and UNC-Chapel Hill (for USA) headed by Professor Jan-Benedict Steenkamp working in cooperation with a global community of leading academics and fuelled by the massive consumer databases of Europanel and its partners GfK, TNS and IRI.

## Category coverage

The following categories are covered in this report:

Drinks categories:

- Beer, Bean & Ground Coffee ,Instant Coffee, Instant Drinking Chocolate, Tea, Pure Fruit Juice (total fruits & vegetables juice), Carbonated Mineral Water; Colas; Other Flavoured Carbonates and Still Mineral Water.

Food categories:

- Breakfast Cereals; Butter; Margarine & Spreads; Processed Cheese; Total Milk; Yoghurts; Frozen Pizza; Frozen Vegetables; Total Ice Cream; Cooking Fats & Oils; Pasta; Cooking Sauces; Ketchups; Mayonnaise; Potato Crisps; Packet Soup; Jam; Plain & Savory Biscuits and Sweet Biscuits.

Household Products categories:

- Dishwasher Products; Bleach; Household Cleaners; Lavatory Cleaners; Window Cleaners; Toilet Tissues; Fabric Conditioners; Heavy Duty Washing Powder and Light Duty Washing Powders.

Personal Care categories:

- Sanitary Protection – Pads; Cotton Wool Pads (in the UK); Sanitary Protection – Pantyliners; Sanitary Protection – Tampons; Hair Coloring Products (with bleach); Hair Conditioning Products; Hairsprays; Shampoo; Dentifrice/Toothpaste; Toothbrushes; Deodorants; Liquid Soap; Shower & Bath Additives; Toilet Soap and Body Creams/Skin Care.