



HOW HAVE PRIVATE BRANDS FARED DURING THE PANDEMIC?

Quality private brands from trusted retailers have emerged as an appealing value equation for many shoppers.

Compared to Before the Pandemic:

22%

of shoppers now rely **MORE** on private label products

of these consumers...

When the Pandemic Is No Longer a Major Concern:

52%

expect to continue relying **MORE** on private label

Source: The Hartman Group's *Food Sourcing in America* report

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