

Hartman Group: Private Label Items Gain Ground On Name Brands

nosh.com/news/2021/hartman-group-private-label-items-gain-ground-on-name-brands

[NOSH Headlines](#) [Top Feature](#)

[Adrienne DeLuca](#) Oct. 11, 2021 at 4:41 PM

[Listen to this article \(Insiders Only\)](#)



Private label products are “nipping at the heels” of name brands according to a new report from consumer market research firm the Hartman Group examining the key drivers behind consumers’ purchasing decisions. The report notes that although demand for private label brands typically increases during periods of economic downturn, current growth is also being driven by generational differences in why consumers make a purchase and how they interpret the meaning of a brand.

How Has The Concept of Brand Evolved?

...