

R 95 000.00 (Ex VAT)

State of Private Label in South Africa

Private Label performance within the South African market

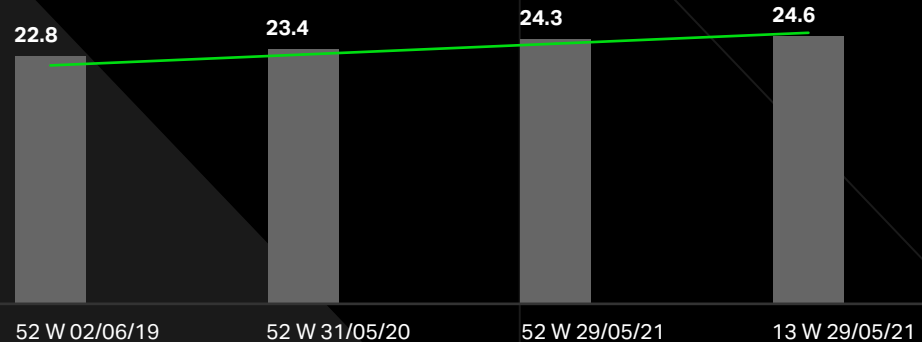
NielsenIQ's Private Label Report for South Africa provides a multi dimensional view of how Private Label products are performing from a Sales, Shopper and Consumer perspective.

Insights are provided across NielsenIQ's retail measurement services, consumer panel, shopper trends and global omni survey.

Key benefits

- Understand Private Label performance in South Africa's modern trade market and regions
- Identify growth trends across supergroups and categories
- Total Basket measured is 291.7BN
- Private Label is worth 71BN
- **Private Label is outgrowing named brands in basket by 5,3%**

Private Label - trade desk market - share performance over the last 3 years



For more information about the state of Private Label in South Africa, contact your NielsenIQ representative.

