

PRIVATE LABEL FOCUS

PRIVATE LABEL EUROPE



SWEDEN: ICA Sweden Commences Sale Of Picard Products

Products developed by frozen-food chain Picard are to go on sale on a trial basis in ICA Kvantum stores in Sweden. A spokesperson said that the move would enable the retailer to "broaden the range of frozen products available, and make it more exciting for customers". During the first quarter of next year, the French retailer's range will be rolled out into more stores. Picard operates around 900 frozen-food outlets across France. It entered the Swedish market in 2013 and currently operates 16 stores in the country.

UK: Positive Performance For Morrisons' New Private-Label Range

A new premium private-label range at UK retailer Morrisons is "already proving very popular", the retailer has stated, with over half of customer baskets over the Christmas period containing at least one of its Best products. The Best range, which was launched in the autumn, comprises more than 500 items, 470 of which were launched last autumn, while another 100 were added for the Christmas period. In a statement, Morrisons said, "Customer feedback on quality and breadth of the range has been excellent, and we see further significant potential for Best."

FRANCE: Sodiaal Offloads Yéo Frais Yoghurt

French agrifood cooperative Sodiaal has offloaded its private-label yoghurt company, Yéo Frais, to a dairy cooperative from Normandy, LeFigaro.fr has reported. Maîtres Laitiers du Cotentin said in a press release that it had purchased Yéo Frais in a deal that will allow the company to 'reassert itself in the private-label market'. It will also provide the company with the opportunity to 'diversify itself in terms of goat-milk and sheep-milk products'.

PORTUGAL: Portuguese Senior Citizens 'Most Loyal' Private-Label Buyers

Senior citizens in Portugal are the most loyal buyers of private-label brands, with 24% seeking out such products because they believe that they are the cheapest. This compares to 14% for Portuguese citizens aged between 18 and 65 years, according to a Nielsen study on the habits of senior shoppers. The study also found that 48% of senior citizens always visit the same store (40%) and 19% change the store where they shop as a result of promotions (30%).

RUSSIA: Auchan Italia To Introduce Russian-Made Confectionery To Stores

Groupe Auchan has announced plans to introduce confectionery products produced in Russia to the shelves of its Italian stores. Some 15 products, which trade under the Sladkiy Ostrov (Sweet Island) and Kazhdiy Den (Every Day) private-label brands in Russia, will be sold in 66 Auchan hypermarkets and Simply and Ipersimply supermarkets across 60 cities, including Milan, Verona, Piacenza and Turin. According to the Italian Institute for Foreign Trade (ICE), the first delivery of Russian confectionery amounted to more than 107,000 products with a total weight of nine tonnes.

GERMANY: Lidl Launches New Regional Milk Brand

Lidl has unveiled a new regional milk brand from Bavaria, which, it said, sends a "clear signal" about its commitment to animal welfare. The brand, 'Ein gutes Stück Bayern', which translates as 'A Slice Of Bavaria', will be sourced from farms that commit to strict animal-welfare provisions in the Bavarian region. Lidl used the occasion of the International Green Week trade fair, held in Berlin from 20 to 29 January, to promote the new launch and its green credentials.

AUSTRIA: Spar's S-Budget Energy Drink Beats Red Bull Wings Down

Spar Austria has reported that its private-label S-Budget energy drinks have sold almost twice as well as Red Bull-branded energy drinks over the last year. Sales of the S-Budget drinks, of which 45.7 million cans were sold exclusively at Spar, Interspar and Eurospar stores, outperformed sales of Red Bull drinks across the retail trade in Austria.

ITALY: Selex Group Sees 3% Growth In Private-Label Sales

Italy's Selex Group saw growth of over 3% in private-label sales during 2016, with peaks of +15% in the premium and bio segments. The relaunch of the Selex private-label brand will see the introduction of a new graphic design to differentiate the product categories, such as food and beverages, personal care, home care and non-food, pet food and drugstore. The new look is part of a wider project to make the private-label range increasingly attractive and personalised.

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