

PRESS RELEASE
PLMA's 2017 International Private Label Yearbook

Private label's market share reaches all-time highs in 9 European countries

AMSTERDAM—The popularity of private label keeps growing across Europe. The latest Nielsen data shows that market share for retailer brands has climbed to all-time highs in 9 European countries and for the first time stands at 30% or above in 15 of the 20 countries tracked for PLMA's International Private Label Yearbook.

The 2017 Yearbook statistics reveal that private label's market share reached all-time highs in Germany, Italy, The Netherlands, Belgium, Poland, Austria, Sweden, Norway and Denmark.

The biggest market share increases were posted in Austria, up 2.8 points to 43%, followed by Germany, up 2.1 points to 45% and Poland, up 1.4 points to 30%. Seven countries now have market shares of 40% or higher: United Kingdom, Germany, Austria, Belgium, Switzerland, Spain and Portugal.

Brian Sharoff, President of PLMA, says, "The latest Nielsen statistics reveal clearly that 2016 was another good year for retailer brands in Europe. This continues a long-term trend which shows that private label's success isn't tied to economic cycles but reflects the growing confidence shoppers have in retailer brands."

Market share in the United Kingdom stayed above 45% and appears ready to resume growth as supermarkets expand their private label programmes to combat the competitive challenge from discounters. In France, private label penetration remained over 30% for the thirteenth consecutive year.

In the northern countries, both Belgium and the Netherlands reached new market share highs. All of the Scandinavian countries - Denmark, Norway and Sweden - posted increases. For the first time, private label penetration for all of the Scandinavian countries stands at 30% or above.

Poland led the way among the Central and Eastern European countries, climbing more than one point to cross over the 30% market share mark. Hungary stayed steady at 34%, while Czech Republic and Slovakia remained over 30%.

Among the Mediterranean countries, market share in Italy climbed for the fifth consecutive year, posting its biggest increase since 2012. Private label penetration is expected to increase as Aldi enters the market and Lidl looks to add more stores there. Greece and Turkey stayed above 20%.

For more information about PLMA's 2017 International Private Label Yearbook or arrange an interview with Brian Sharoff, President of PLMA, contact Leonique White at PLMA International Council, at telephone: +31 20 5753032 or email: press@plma.nl.

Founded in 1979, PLMA includes members that range from multinational corporations to small and medium sized companies. With executive offices in New York, a special International Council satellite office in Amsterdam and representatives across the globe, PLMA provides services to more than 4,000 member manufacturers from over 70 countries. PLMA presented its first trade show in the United States in 1980, its first trade show in Europe in 1986 and its first trade show in Asia in 1994.