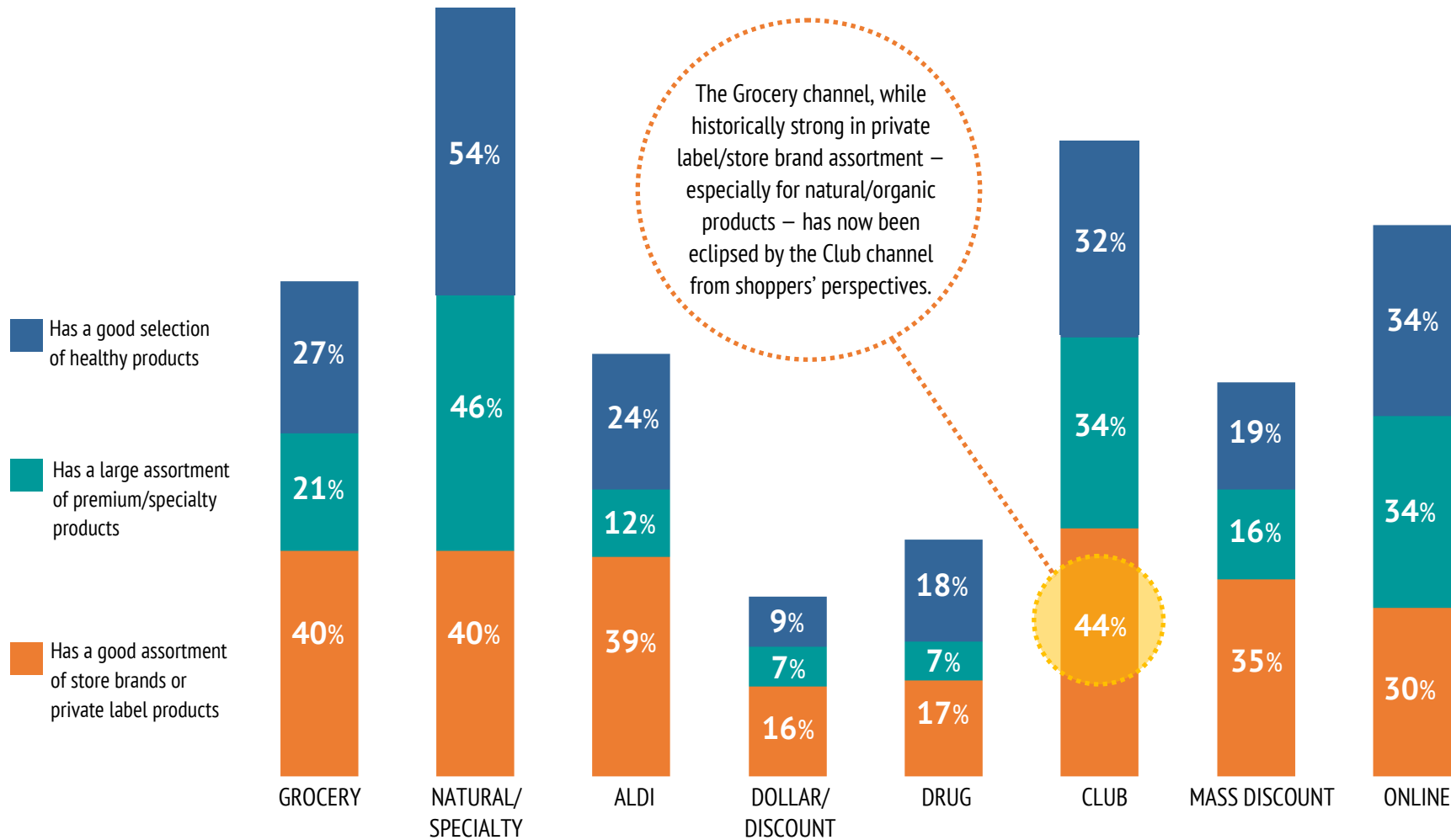


# FOOD RETAIL CHANNEL COMPARISON: KEY DRIVERS OF SATISFACTION. THE IMPORTANCE OF PRIVATE LABEL/STORE BRAND PRODUCT ASSORTMENT

When it comes to selection, we see more evidence of shoppers' changing desires. Private label is increasingly what consumers are looking for. With many store brand organic and natural offerings available today, private label also overlaps with healthy products.

How well does each of the following statements describe your feelings about the selection of products at the stores you shop?  
(Top box: "describes me very well")



Source: Food Shopping in America 2017 report