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Store Brands Pricing Study: Shoppers Can Save More than 30% on Summer Market Basket Items

NEW YORK — While temperatures sizzle and the economy fizzles, families can still find a way to budget more fun time in their summer. Whether they're packing provisions for a weekend excursion or stocking the pantry for a "stay-cation" at home, a new survey of supermarket prices on thirty summertime essentials found that shoppers can over 30% by choosing the retailer's brand instead of the national brand.

The research, conducted by the Private Label Manufacturers Association, tracked the pricing on commonly purchased items at a typical supermarket. Included in the survey were food items such as hot dogs and condiments, salad dressing and ice tea mix, in addition to non-food items like aluminum foil, charcoal and insect repellent. The results indicate that consumers buying the store brand would save \$41.42 on average on the total market basket. When buying national brands the 30-item purchase came to \$125.30 while the same purchase for the retailer's brands cost \$83.88.

For each category in the study, a leading national brand product was compared to a similar store brand product and prices were adjusted to account for all known discounts, coupons and promotions available for each of the weeks included in the study. Savings on individual products ranged from 14% (charcoal lighter) to 59% (hot dog and hamburger buns). The survey was repeated on a weekly basis during a recent 4- week period in a suburban supermarket located in the northeast.

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Typical Store Brand vs. National Brand Market Basket Comparison

	National Brand	Store Brand
FOOD ITEMS	Unit Price	Unit Price
American Cheese	\$4.29	\$2.79
Carbonated Beverage	\$1.79	\$0.87
Dry Dog Food	\$11.99	\$8.49
Grape Jelly	\$2.14	\$1.59
Hamburger Buns	\$2.89	\$1.19
Hot Dog Buns	\$2.89	\$1.19
Hot Dogs	\$3.89	\$2.49
Ice Cream	\$3.69	\$2.50
Ice Cream Cones	\$5.49	\$4.29
Iced Tea Mix	\$3.59	\$2.38
Ketchup	\$1.69	\$1.29
Lemonade Mix	\$2.70	\$1.97
Mustard	\$1.87	\$1.00
Onion Dip	\$2.13	\$1.46
Packaged Macaroni & Cheese	\$1.00	\$0.57
Peanut Butter	\$2.72	\$2.19
Refrigerated Orange Juice	\$3.35	\$2.50
Salad Dressing	\$3.19	\$2.00
Salsa	\$2.65	\$1.50
NON FOOD ITEMS		
Adhesive Bandages	\$2.50	\$2.00
Aluminum Foil	\$8.69	\$6.49
Charcoal	\$5.99	\$4.99
Charcoal Lighter	\$3.49	\$2.99
Citronella	\$8.99	\$5.99
Facial Tissues	\$2.00	\$1.00
Laundry Detergent	\$13.99	\$6.99
Paper Napkins	\$2.22	\$1.72
Paper Plates	\$2.87	\$2.00
Paper Towels	\$2.09	\$1.49
Sunscreen	\$8.54	\$5.99
Adhesive Bandages	\$2.50	\$2.00
AVERAGE MARKET BASKET TOTALS	\$127.82	\$85.91

*Prices shown averages based on weekly shopping trips conducted over a 4-week period.
All prices are net after known discounts, coupons and/or promotions.*

Comparable savings by shoppers in every season on products throughout the store have no doubt helped the annual sales of store brands to climb to \$87 billion in 2010. According to industry statistics, the products currently account for about one of every four items purchased in U.S. supermarkets.

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The economy appears to be a factor in winning shoppers over to store brands. In a recent [study by GfK Roper](#), two-thirds of shoppers who changed their food buying habits as a result of economic conditions say they are purchasing private label products in categories where they used to buy only national brand items. Looking ahead, the data indicates this trend will continue: Eight out of ten respondents say when the economy returns to normal they will still buy the retailer's brand where previously only the national brands would do.

The Private Label Manufacturers Association is the industry trade association devoted exclusively to store brands. Founded in 1979, PLMA today represents over 3,000 companies who are involved in the manufacture and distribution of store brand products. The products supplied by PLMA members include food, beverages, snacks, health and beauty aids, over-the-counter drugs, household cleaners and chemicals, outdoor and leisure products, auto aftercare and general merchandise.

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For information about store brands and to arrange an interview with Brian Sharoff, President, PLMA, contact Dane Twining, Director of Public Relations, at (212) 972-3131.