



# The Future of Private Labels in Romania

Opportunity or threat?

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## \* Managerial Report Overview

The current EFMI study tackles a very pressing and essential matter of the present retail reality: the private labels and their growing importance and power in shaping the market environment and the consumers' perceptions.

The study provides an in-depth analysis on the theoretical concepts of private labels (characteristics, determinants, advantages/disadvantages vs. manufacturer brands) as well as on the private label market environment and

dynamics for Europe and Romania in particular.

The qualitative and quantitative research methods applied, using both primary data (interviews, in-store observation) and secondary data sources (Academic articles, Eurostat, INS-Ro, AC Nielsen, World Advertising Research Center, GFK, IGD Research, UNESCO, Mednet, Symphony IRI Group, PLMA, Planet Retail, Deloitte) shape a complex picture of the current retail environment,

opportunities and threats which are essential tools for marketing practitioners and executives involved in the strategic decision making.

## \* Main themes addressed in the study

- \* Private labels advantages and disadvantages for retailers, consumers, brand manufacturers and producers
- \* Determinants of the private labels market share (retail concentration, business cycles, placement on the shelves, discounters market share, the innovation rate of the brands, etc)
- \* Private label market share in Europe 2009
- \* The impact of the discounters on the private labels business
- \* Private label trends in Europe
- \* Private labels market share evolution in Romania
- \* Private labels timeline in the Romanian modern trade
- \* Private labels shares across major international retailers from Romania 2009, 2011
- \* Shelf space management (price segmentation, space allocation & positioning, secondary placement, POSM's)
- \* Private labels portfolio in major Romanian retailers 2011
- \* Financial power: brand manufacturers vs. retailers
- \* The Romanian consumer perception on private labels
- \* The future of private labels in Romania

## \* Main conclusions

The main conclusions of the study are insights related to the European context where the retailers are fighting with the manufacturers brands for the consumers share of wallet. The study presents the determinants of the private labels market share, the market status of store brands in different countries and theoretical concepts for better understanding the phenomenon.

Furthermore, the report focuses on the Romanian private labels market while approaching some of the following aspects: private labels timeline in Romania, types of private labels in the retailers assortment, stage of development of the store brands business, shelf positioning of such products and consumers perceptions.

Although the private labels are in the infancy age in Romania, EFMI Business School Romania presents some future paths for the Romanian private labels market.

## \* Report info

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