

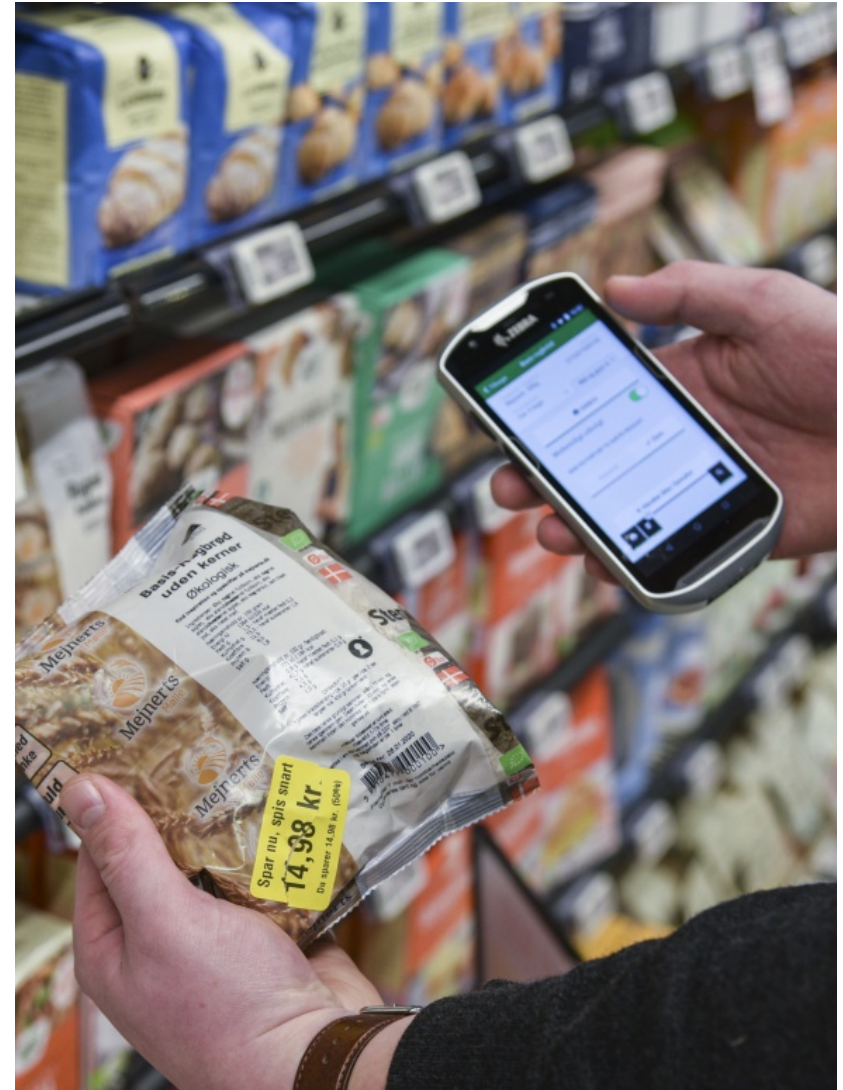


The Race Towards Sustainable Private Label

Carrot, Stick or Collaboration

We surveyed 50 Retailers in the EU

- ▶ Detailed review of sustainability strategy of key players
- ▶ Assessed corporate commitments
- ▶ Compared this to what was actually happening at the shelf edge
- ▶ The sustainability challenge appeared highly dynamic
- ▶ Consumers adapt their lifestyle: living mindfully



At Times Consumers are Confused to do 'The Right Thing'

Eco-Friendly

Plastic reduction

Reducing Food Waste

Responsible Sourcing

Waste reduction

Forest Protection

Fair Trade

Animal Welfare

Clean label

Sugar, Salt, Fat Reduction

Packaging Reduction

Organic

Ethical Trading

Certified Chocolate

Energy Saving

Child Labor

Green Energy

Fair Trade

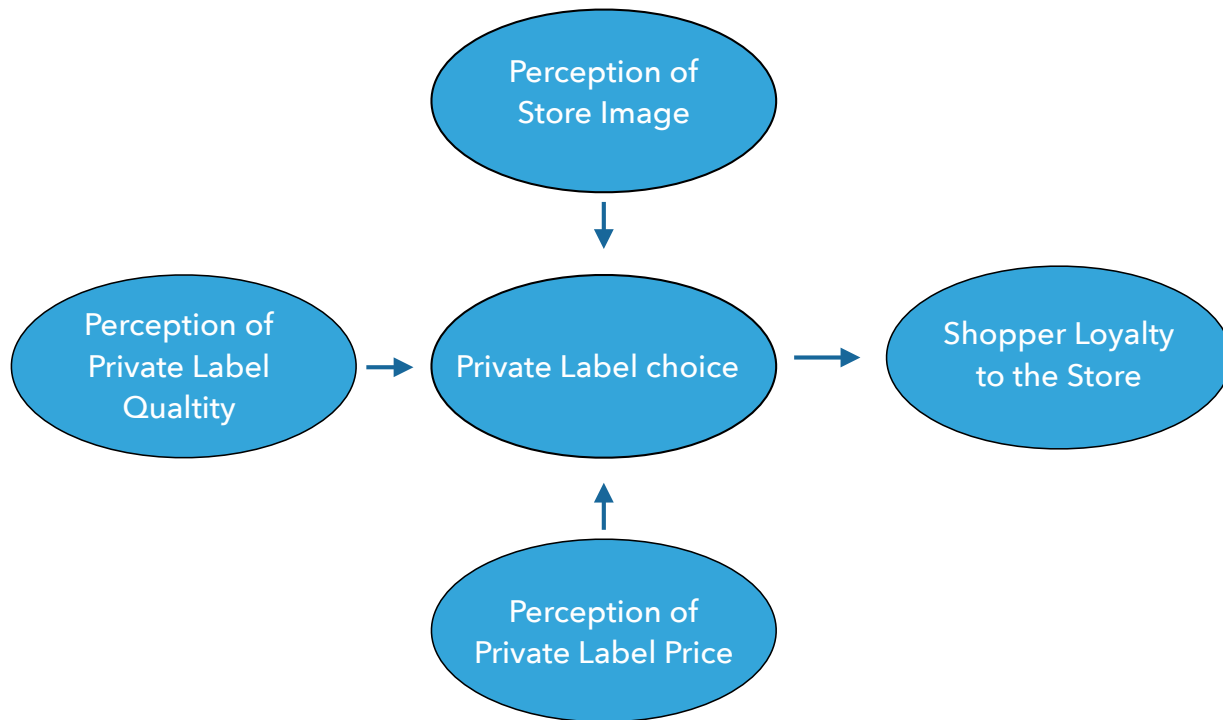
Carbon Footprint

Social Responsibility

Local Sourcing

Bio-diversity

Building Shopper Loyalty to the Store



Sustainability is High on the Retail Agenda

- ▶ Retailers seek to express their unique identity and strategic objectives through their private label ranges
- ▶ Retailers demand safe, healthy, high quality, high integrity goods
- ▶ This requires a collaboration based on mutual trust and respect
- ▶ Commitment to longer-term contracts to allow manufacturers to invest



Lasting change expected in the Food Supply Chain

Environment



Waste reduction



Local sourcing



Healthy lifestyle



Lasting change expected in the Food Supply Chain



There will be demands from consumers for greater transparency in the food supply chain. Shoppers will insist on information about the origin and processing for their food products.



With more meals eaten at home consumers will become more conscious about the waste they generate. Immediate benefits of reducing and re-using food will be more visible



Consumers realise more than ever the importance of a strong local agricultural sector worth protecting. We expect a concerted effort to shorten supply chains to support local production



The corona virus made us even more aware of the importance of a healthy life style. More consumers will be looking for products free from additives, pesticides, low in sugar, salt and fat

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The Private Label Revolution

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Sharing knowledge from research and practice



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