PLMA’s 2025
Private Label Report

A Statistical Guide to
Today’s Store Brands

WHAT DOES A QUARTER TRILLION DOLLARS LOOK LIKE?

A VERY SUCCESSFUL YEAR

2024 sales of store brands in the US reached

$271 BILLION

An all-time record

Executive Summary

Sales of U.S. store brands surged in 2024; Records set for annual revenue & market shares

Store brands across the U.S. closed the books on 2024 with record setting increases in sales and market shares.

2024 Sales Dashboard

Dollar Sales	FY 2024	FY 2023	% Change
All Channels	$1,304,361,835,302	$1,285,015,788,169	1.5%
Store Brands	$270,580,954,204	$261,587,403,216	3.9%
National Brands	$1,033,780,881,098	$1,023,428,384,953	1.0%

Unit Sales	FY 2024	FY 2023	% Change
All Channels	291,294,007,398	291,147,983,054	0.1%
Store Brands	67,362,282,262	65,844,817,282	2.3%
National Brands	223,931,725,136	225,303,165,772	-0.6%

The topline numbers tell a compelling story. Store brand dollar sales in all outlets increased 4x that of national brands last year as the products surged ahead by 3.9% compared to a gain of only 1% for their branded counterparts. Looking at unit sales, the head to head disparity was much the same. Store brands advanced by 2.3% versus the figure for all of 2023 while national brands dropped -0.6%.

As a result of this enthusiastic response to the products by shoppers at the country's checkouts, store brands (or private label, retailer brands, own brands) set all-time highs in both key market share metrics — moving up to 20.7% in dollar share and to 23.1% in unit share, for the period from January 8 to December 29, 2024, per Circana Unify+, PLMA's exclusive provider of nationwide store brand and national brand sales data.

2024 Monthly Store Brand Dollar Sales

Date	Store Brands Dollar Sales	Store Brands Change YA	National Brands Dollar Sales	National Brands Change YA
1/28/2024	$20,239,404,883	2.9%	$75,532,529,413	1.5%
2/25/24	$20,387,532,837	2.0%	$77,919,051,270	0.9%
3/24/24	$20,322,792,020	3.4%	$78,026,104,365	1.4%
4/21/24	$20,375,779,672	3.5%	$79,100,017,132	0.7%
5/19/24	$20,350,653,099	3.3%	$79,598,624,862	0.8%
6/16/24	$20,672,656,586	3.9%	$81,254,593,031	1.0%
7/14/24	$20,790,981,368	4.3%	$81,467,006,209	1.2%
8/11/24	$20,507,916,613	4.8%	$79,555,350,917	0.1%
9/8/24	$20,896,135,915	5.3%	$80,270,132,704	0.7%
10/6/24	$21,063,014,995	7.0%	$79,484,583,150	2.4%
11/3/24	$20,508,465,423	3.4%	$78,522,488,531	1.2%
12/1/24	$22,035,138,920	4.6%	$80,333,876,533	1.4%
12/29/24	$22,430,481,873	2.7%	$82,716,522,981	-0.1%
TOTAL	$270,580,954,204	3.9%	$1,033,780,881,098	1.0%
DOLLAR SHARE	**20.7%**			

Source: Circana Unify+™/PLMA

2024 Monthly Store Brand Unit Sales

Date	Store Brands Unit Sales	Store Brands Change YA	National Brands Unit Sales	National Brands Change YA
1/28/2024	5,172,465,956	3.8%	16,568,976,450	-0.9%
2/25/24	5,103,961,423	2.2%	16,938,360,195	-1.2%
3/24/24	5,104,380,525	2.6%	17,043,538,567	-0.2%
4/21/24	5,108,969,122	3.2%	17,277,767,371	-1.3%
5/19/24	5,059,323,298	2.7%	17,179,944,323	-0.7%
6/16/24	5,148,748,301	2.7%	17,634,250,940	-0.5%
7/14/24	5,164,177,482	2.3%	17,773,651,492	-0.1%
8/11/24	5,113,259,174	2.5%	17,351,119,074	-1.2%
9/8/24	5,152,612,858	2.2%	17,440,643,112	-0.7%
10/6/24	5,198,581,298	3.4%	17,124,036,650	0.5%
11/3/24	5,112,963,867	0.6%	16,874,491,532	-0.2%
12/1/24	5,500,679,887	1.8%	17,309,537,628	0.2%
12/29/24	5,422,159,071	-0.1%	17,415,407,802	-1.7%
TOTAL	67,362,282,262	2.3%	223,931,725,136	-0.6%
UNIT SHARE	**23.1%**			

One of every four food and non-food grocery products purchased throughout the U.S. during the year carried the store's name or one of its proprietary brands.

Total store brand sales for 2024 surpassed a quarter trillion dollars, coming in at $271 billion, an increase of $9 billion over 2023 and establishing an all-time high in annual revenue. Sales of store brand units were up 1.5 billion to 67.4 billion, also a record.

Taking a longer view, annual dollar sales of U.S. store brands increased by $51.7 billion, or plus 23.6%, over the past four years -- from 2021 to 2024 -- while annual store brand unit sales moved ahead 2.1%, or up 1.4 billion. By comparison, over the same period national brands gained 11.5% in annual dollar sales but slumped -6.8%, or down 16.2 billion, in annual unit sales.

Increases in market shares signal store brands' superior multi-year performance vs national brands. Store brand dollar share rose 1.6 points from 19.1% in 2021 to 20.7% in 2024 while unit share advanced 1.5 points from 21.6% to 23.1%.

Since '21, Annual Sales of SBs +23.6%, Units +2.1%

Year	Dollar Share	Unit Share
2021	19.1%	21.6%
2022	20.0%	22.0%
2023	20.4%	22.6%
2024	20.7%	23.1%

Year	Dollar Sales	Unit Sales
2021	$218.bn`	66bn
2022	$247.3bn	65.5bn
2023	$261.6bn	65.8bn
2024	$270.6bn	67.4bn

Source: Circana Unify+™/PLMA

Store brands accounted for 47% of all sales gains last year in the U.S. retailing industry ($9 billion of $19 billion overall).

Store brand sales finished the year on the upswing, perhaps auguring a strong start to 2025. Over the second half, from July 14 through the balance of 2024, dollar volume gained 4.6%, vs plus 3.5% for the first six months.

"We are gratified that the new numbers represent an end of the sharp sales volatility of the last several years and a return to the steady state to which our industry is historically accustomed," says Peggy Davies, PLMA President, in announcing the results and the publication of *PLMA's 2025 Private Label Report.*

"Middle single digit increases year over year are a sweet spot where store brand sales have traditionally found themselves. Sales spikes -- up and down -- such as we experienced earlier this decade wreaked havoc on the supply chain, the sourcing of ingredients, meeting packaging needs, human resources, capital requirements, pricing, and corporate planning, among other operational issues."

The news of store brands' record-breaking year coincided with the celebration of the inaugural Store Brands Month in January. Initiated by PLMA, Store Brands Month is a nationwide collaboration of retailers and suppliers that promotes private label products directly to the country's grocery shoppers. Planned to be an annual event, it focuses on key attributes of store brands -- quality, value, consistency, uniqueness and innovation -- across all categories in brick and mortar and online formats.

Store brands shine across product departments

Departmental sales provide a comprehensive picture of the 2024 results. All ten food and non-food sections finished ahead of the prior year in store brand dollar sales, per Circana Unify+™/PLMA, with the two largest departments -- Refrigerated (+7.5%) and General Food (+4.3%) -- gaining the most. Beverages were up by 4%, followed by Beauty (+3.7%), Home Care (+3.4%) and Frozen (+3.3%).

Looking at total departmental store brand sales for the year, Refrigerated was again the largest with $57.7 billion, followed by General Food ($51.7 billion), General Merchandise ($25.5 billion), Frozen ($21.6 billion), Home ($18.5 billion), Beverages ($14.4 billion), Pet Care $5.3 billion) and Beauty ($3.8 billion).

When it came to store brand unit sales, nine departments improved. Leading the way were Beverages and Pet Care, which both rose 3.5%, followed by Home Care (+3.3%), General Food (+2.8%), Refrigerated (+2.7%), Frozen (+2.1%), Beauty (+1.9%), and General Merchandise (+0.1%). Only Health declined at -0.4%.

2024 Store Brand Department Sales: Food & Non-Food

Dollar Sales

Department	Store Brands % Change vs 2023	Store Brands Full Year Sales
Refrigerated	7.5%	$57.7bn
General Food	4.3%	$51.7bn
General Merchandise	0.9%	$25.5bn
Frozen	3.3%	$21.6bn
Health	1.0%	$18.5bn
Beverages	4.0%	$14.4bn
Pet Care	1.7%	$5.3bn
Beauty	3.7%	$3.8bn
Home Care	3.4%	$3.3bn
Liquor	24.2%	$56.7m

Unit Sales

Department	Store Brands % Change vs 2023	Store Brands Full Year Volume
Refrigerated	2.7%	14.9bn
General Food	2.8%	18.8bn
General Merchandise	0.1%	4.9bn
Frozen	2.1%	4.6bn
Health	-0.4%	2.4bn
Beverages	3.5%	4.9bn
Pet Care	3.5%	931.1m
Beauty	1.9%	973.5m
Home Care	3.3%	735.8m
Liquor	18.1%	8.2m

Source: Circana Unify+™/PLMA

The top departments for total store brand unit sales were General Food (18.8 billion), Refrigerated (14.9), General Merchandise and Beverages (both 4.9 billion), Frozen (4.6 billion), Health (2.4 billion), Beauty (974 million), Pet Care (931 million) and Home Care (736 million).

In market shares, store brands increased in food and non-food product departments across the board.

Store brand unit share rose in every department, with the best gains in General Food, +0.7%, followed by Beverages, General Merchandise and Home Care, all +0.5%. Share is highest in General Merchandise at 41.4%, next are Refrigerated (38.4%), Frozen (27.5%) and Health (25.5.%).

2024 Store Brand Department Shares: Dollars & Units

Department	2023 Store Brands Dollar Share	2024 Store Brands Dollar Share	Change YA %
Beverages	9.8%	9.9%	0.1%
Frozen	25.3%	25.9%	0.6%
General Food	17.5%	18.0%	0.5%
Liquor	0.1%	0.1%	0.0%
Refrigerated	35.3%	36.4%	1.1%
Beauty	7.2%	7.3%	0.1%
General Merchandise	33.0%	33.4%	0.4%
Health	21.1%	21.1%	0.0%
Home Care	9.4%	9.5%	0.1%
Pet Care	16.3%	16.5%	0.2%

Department	2023 Store Brands Unit Share	2024 Store Brands Unit Share	Change YA %
Beverages	11.5%	12.0%	0.5%
Frozen	27.1%	27.5%	0.4%
General Food	21.7%	22.4%	0.7%
Liquor	0.1%	0.1%	0.0%
Refrigerated	38.0%	38.4%	0.4%
Beauty	12.8%	13.2%	0.4%
General Merchandise	40.9%	41.4%	0.5%
Health	25.3%	25.5%	0.2%
Home Care	13.6%	14.1%	0.5%
Pet Care	17.2%	17.6%	0.4%

As for store brand dollar share, the largest gains were in Frozen (+0.6%), General Food (+0.5%) and General Merchandise (+0.4%). Top store brand dollar shares were in Refrigerated (36.4%), General Merchandise (33.4%) and Frozen (25.9%).

Drilling down further, store brand expansion occurred in a majority of categories. The products racked up dollar sales gains in 129 of the 167 edible categories (77% of them) in which they were sold and enjoyed unit sales improvement in 118 (71%). Among the 153 non-edible categories that offered store brands, dollar sales growth was recorded in 79 (52% of them) and there were unit sales increases in 85 (56%).

2024 Top 20 Non-Edible Categories for Store Brand Dollar Sales

Category	Store Brands Dollar Sales	Store Brand Dollar Share
Cups & Plates	$3,748,836,174	61.3%
Toilet Tissue	$3,493,883,278	31.9%
Upper Respiratory	$2,945,498,969	25.6%
Paper Towels	$2,777,596,390	38.8%
Food & Trash Bags	$2,738,180,455	47.0%
Vitamins	$2,304,342,616	21.8%
Gastrointestinal	$1,924,029,960	35.7%
Kitchen Storage	$1,723,126,588	40.2%
Internal Analgesics	$1,447,789,794	29.8%
Dog Food	$1,327,525,390	12.0%
Culinary	$1,177,158,721	31.8%
Candles	$1,139,142,663	55.1%
Dog Treats & Chews	$1,062,152,408	21.1%
Disposable Tableware	$997,384,477	86.5%
First Aid Accessories	$966,352,715	41.6%
Diapers	$955,695,029	16.0%
Home Health Care/Kits	$816,772,428	43.4%
Adult Incontinence	$809,423,710	31.3%
Socks	$745,574,270	33.6%
First Aid Treatment	$733,250,963	37.4%

Source: Circana Unify+™/PLMA

There is ample evidence that this widespread growth will continue as the nationwide playing field remains opportunistic for store brands. Though consumer spending has remained resilient due to higher wages and a strong job market, Americans are increasingly price sensitive, said *The Washington Post.*

2024 Top 20 Non-Edible Categories for Store Brand Unit Sales

Category	Store Brands Unit Sales	Store Brands Unit Share
Cups & Plates	764,856,327	65.5%
Food & Trash Bags	713,461,746	62.8%
Paper Towels	448,967,719	52.1%
Toilet Tissue	396,193,769	36.6%
Upper Respiratory	349,114,795	30.1%
Disposable Tableware	287,422,942	84.8%
Kitchen Storage	251,968,719	45.1%
Vitamins	246,693,062	30.1%
Internal Analgesics	243,684,818	36.4%
Gastrointestinal	233,023,934	39.6%
Culinary	228,680,060	48.0%
Dog Food	221,845,520	18.0%
Candles	217,690,838	51.2%
Cat Food	215,186,831	10.0%
First Aid Treatment	196,419,813	56.0%
Facial Tissue	183,956,327	39.7%
Drinkware	180,734,979	44.5%
Dog Treats & Chews	171,256,442	23.7%
First Aid Accessories	160,534,286	45.5%
Foils & Wraps	146,374,335	47.7%
Air Fresheners	144,906,859	17.5%
Paper Napkins	137,634,408	59.4%
Cotton Balls/Swabs	134,160,574	63.5%
Moist Towelettes	132,124,336	50.6%
Soap	132,041,620	9.9%

Positive environment for continuing store brand expansion

"That's partly because they remember what groceries, clothing and eating out cost them before the pandemic," said John Mercer, of Coresight. "Combined with higher interest rates and record-high credit card debt, they have more incentive to be choosy, shop earlier, compare prices and trade-down when the price is right. There's also a growing gulf between upper and lower income consumers." Added Chad Lusk, of Alvarez & Marsal, "households making less than $100,000 a year are more likely to pull back on spending and hold out for sales on essentials like food and cleaning supplies."

2024 Top 20 Edible Categories for Store Brand Dollar Sales

Category	Store Brands Dollar Sales	Store Brands Dollar Share
Natural Cheese	$9,743,714,726	51.5%
Dairy Milk	$9,202,438,297	56.9%
Bottled Water	$8,047,840,657	30.7%
Fresh Eggs	$7,496,743,534	66.7%
Meat - RFG	$6,274,034,445	66.1%
Fresh Bread & Rolls	$4,600,002,761	25.1%
Seafood - FZ	$4,412,006,233	64.3%
Shortening & Oil	$2,864,820,475	46.4%
Salty Snacks	$2,736,948,826	7.0%
Cookies	$2,669,140,291	20.4%
Butter/Butter Blends	$2,487,995,978	50.0%
Entrees- RFG	$2,396,327,006	41.6%
Pastry/Doughnuts	$2,346,320,334	30.3%
Breakfast Meats	$2,241,977,476	25.8%
Poultry- FZ/RFG	$2,212,947,707	38.1%
Snack Nuts/Seeds/Corn Nuts	$2,210,968,518	37.7%
Coffee	$2,129,153,028	17.1%
Luncheon Meats	$2,017,963,780	26.3%
Baking Needs	$1,964,699,144	38.5%
Sugar/Sugar Alternatives	$1,813,848,622	54.1%

Source: Circana Unify+™/PLMA

Affirming that point of view, Circana's 2025 food and beverage predictions are highlighted by what the market research company says is shoppers' continued shift to private label. "Consumers are driven by a demand for value, impacting both volume and price/mix growth," explained Sally Lyons Wyatt, global executive VP and chief advisor at Circana. "We're noticing that channels offering everyday value have become more influential." She expects consumers to continue to lean more into private label due to the fact that they are making a conscious effort to choose brands that deliver value.

2024 Top 20 Edible Categories for Store Brand Unit Sales

Category	Store Brands Unit Sales	Store Brands Unit Share
Bottled Water	2,995,710,102	34.9%
Dairy Milk	2,982,855,570	63.8%
Natural Cheese	2,874,697,877	58.7%
Fresh Bread & Rolls	1,977,551,245	35.9%
Fresh Eggs	1,747,760,772	71.4%
SS Vegetables	1,600,668,913	53.5%
Salty Snacks	1,080,560,830	9.8%
Plain Vegetables - FZ	993,835,993	67.0%
Cookies	819,662,743	23.3%
Meat - RFG	729,243,296	66.9%
Pasta	712,686,273	40.2%
Spices/Extracts/Salt	710,109,297	37.9%
Baking Needs	682,407,894	43.9%
Soup	674,195,746	15.5%
Pastry/Doughnuts	665,223,739	29.5%
Yogurt	576,981,904	14.2%
Butter/Butter Blends	537,837,306	52.4%
Sugar/Sugar Alternatives	501,216,454	62.3%
Bottled Juices - SS	500,565,189	17.9%
Canned/Bottled Fruit	478,316,242	43.5%

As a result of this sunny prognosis, "retailers across the board have bigger plans in 2025 for private labels, with 28% looking to launch more innovation in store brands than usual in the next 12 months versus 13% expecting to do so for national brands," reported *Food Business News*. "Sixty-eight percent plan to uphold their usual launch levels for private brands, compared with 83% doing so for national brands. Only 3% of retailers plan fewer private label launches versus 5% doing so for national brands according to an Advantage Solutions survey of nearly 100 CPG companies and retailers."

Ironically, the largest CPG brand overall is a store brand. Costco's Kirkland Signature items generated $56 billion in revenue last year, accounting for 23% of the club store's business. Were Kirkland a standalone company its sales would exceed those of Nike, Coca-Cola, and United Airlines. If you include Kirkland gasoline, a popular store brand purchase these days, add another $24 billion to the total. Kirkland redefines CPG rules by spanning multiple categories most brands avoid, say experts. More than 300 individual Kirkland Signature products are available in categories ranging from vacuum bags to almond milk.

Other chains are also enjoying store brand success. Target said its stable of over 45 store brands had reached $30 billion in sales. Walmart reported that 60% of customers who purchased its new Bettergoods brand had never bought a store brand product from Walmart before. Albertsons is "focused on driving better value for its customers while strategically investing in price in certain categories and markets. In Own Brands, we will also offer products at an attractive entry price point, so customers always have an accessible alternative, and more prominently feature existing Own Brands offerings," according to *Store Brands* magazine.

Consumer demographics also appear to favor store brands. Headlined *Adweek*, "Private Labels Head Into 2025 With Major Momentum," revealing that "two-thirds of Gen Z and Millennial shoppers think private labels are just as good as national brands and a majority of all consumers say private labels play an important role in determining where they shop."

As for the competition, it's unclear what most national brand companies are planning to do next in the retail environment. *The Wall Street Journal* recently stated that "Procter & Gamble's quarterly profits slipped 12% from a year ago but the company has no plans to cut prices. Shoppers' budgets are strained as a result of steep increases but for the most part, big CPG firms are holding the line on prices."

Source: Circana Unify+™/PLMA

One sure measure of store brands health going forward is the foot traffic at PLMA's annual Private Label Trade Show in Chicago. "No doubt about the takeaway there, the 2024 event was another record-breaker," said PLMA President Davies.

"We hosted 1,821 exhibiting companies, an all-time high. They came from 60 countries and occupied some 3,000 booths, including 52 national pavilions, three more records. In all, nearly 14,000 retailers, visitors, exhibitors, and others from the store brand and retailing industries attended. The outpouring of participants reaffirmed the Show's position as the premier annual event for North American store brands," added Davies. PLMA's 2025 Chicago Show is set for November 16-18.

Focus on 'quality, innovation, cost control, customers'

The 2024 Show's keynote by President at Aldi Dave Rinaldo drew the largest audience ever for a PLMA presentation and he offered inspiring words for the industry. "Private label is having a moment. Amid inflation, shoppers discovered they don't need to sacrifice quality to save money, " said Rinaldo. "In fact, 90% of shoppers say they'll continue to buy private label in the future." He explained how ALDI has approached its own exclusive products for the past 50 years, and what retailers need from private label suppliers to seize this moment.

The keys to private label success, Rinaldo told PLMA, are "obsessing over quality, innovating to excite shoppers, controlling costs, and keeping our customers at the center of everything we do. Private label is just getting started, and I'm excited to continue building shopper love for our products alongside so many great partners." That philosophy is working, Aldi says one-quarter of U.S. households annually patronize their stores and that shoppers at the expansion-minded discount grocer save up to 36% per trip.

PLMA President Davies points to a recent statement by Kroger's CEO Rodney McMullen as another excellent explanation of private label's ascension and the strategic importance of the products to both retailers and consumers.

McMullen told investors, "The profitability of Our Brands is several hundred basis points higher than national brands. And if the CPGs are willing to continue to give up share to Our Brands we're OK because we find once a customer tries Our Brands the repeat rate of customers coming back is incredibly high because what they find is there's no compromise on quality, and they have great value for the money."

Credits

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