



# Private Labels: On The Move



The development of Private Labels is dependant on many different factors, such as retail concentration, retailers' strategy, cultural environment, consumers openness, overall market development etc. Consequently, the success of Private Labels may vary across different countries, product categories and consumer segments.

Private Labels are a relatively new item on Serbian market, but their expansion is speeding up. Recession times are nothing but a wind in the back, as the growth of Private Labels during the crisis is **NOT** compensated by their decline afterwards.

Leading accounts in Serbia have recognised this opportunity and more Private Label products are being launched day after day. Not to mention that the leading chain has already opened a so called "hard discounter" - the first of its kind in Serbia.

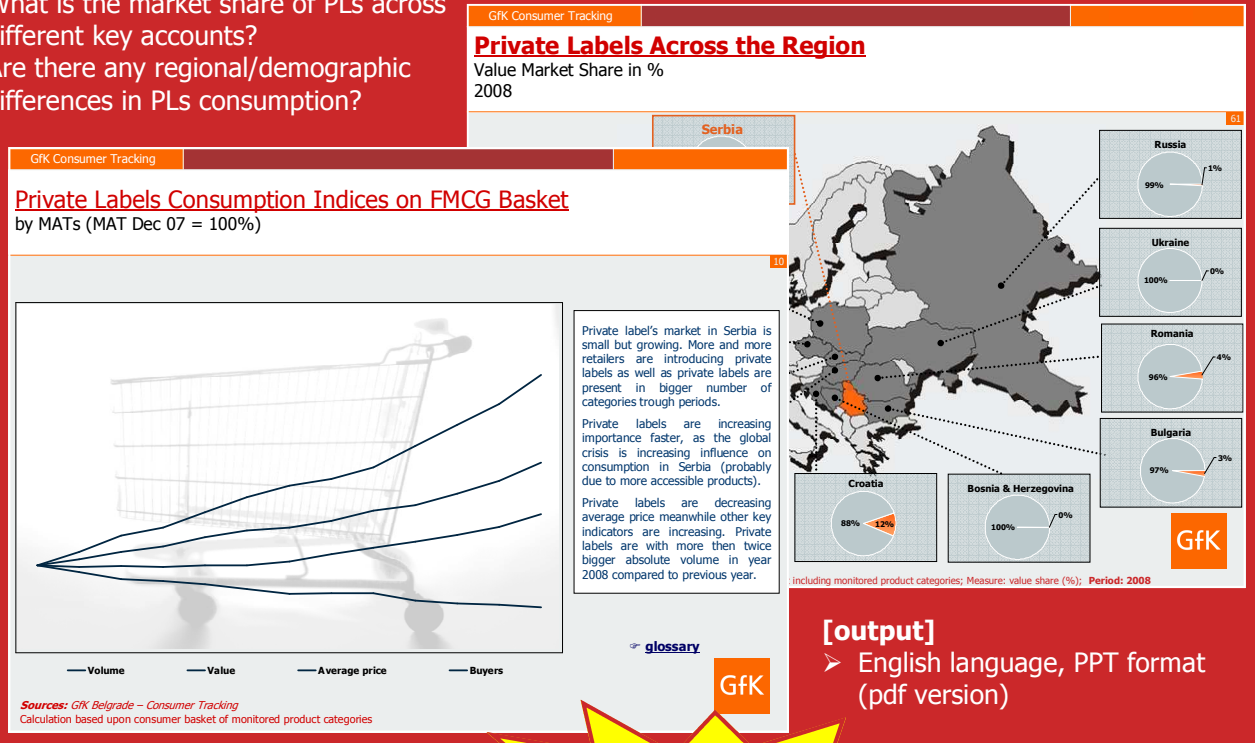
How quickly are Private Labels adopted by Serbian consumers and how big threat do they represent to producers' brands?

**[data source]**

- *GfK ConsumerTracking* — household panel, a continuous measurement of in-home consumption by nationally representative sample of 1,500 Serbian households

**[some among questions answered by this study]**

- How are PLs developing since 2007?
- What is the market share of PLs on FMCG and selected product categories?
- What is the size of buyer's base of PL products?
- What is the average price difference between PLs and producers' brands?
- What is the market share of PLs across different key accounts?
- Are there any regional/demographic differences in PLs consumption?



**[output]**

- English language, PPT format (pdf version)

**[investment\*]**

period ending Q2 2009 + Q3 2009



We would be pleased to provide you with more details about this study. Please contact us at:

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