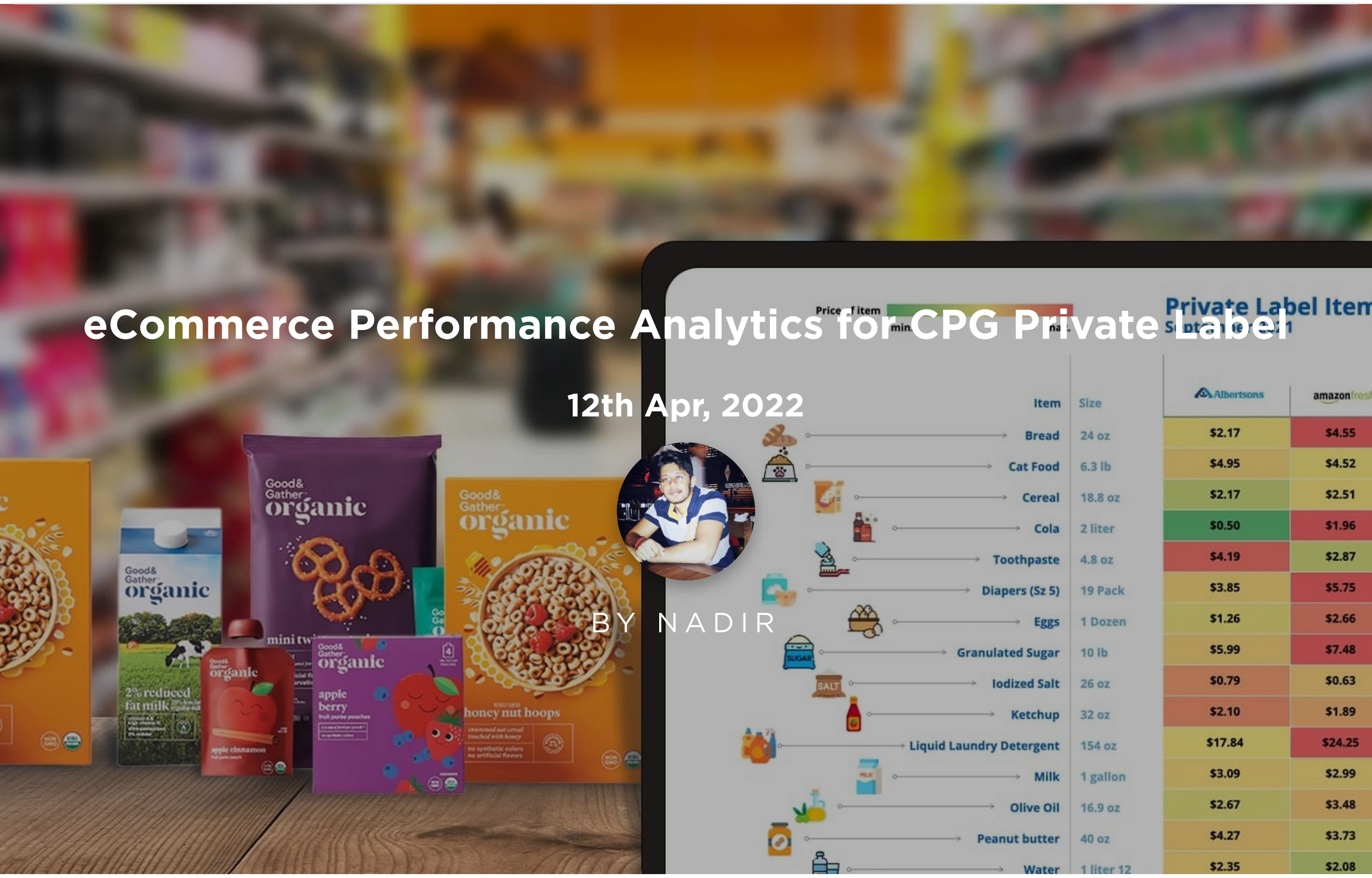


eCommerce Performance Analytics for CPG Private Label

12th Apr, 2022

BY NADIR

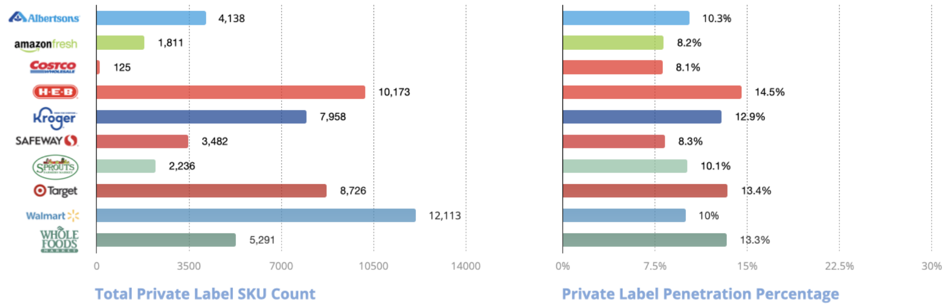
The combination of economic uncertainty, inflation, and perceived affordability has increased consumer's willingness to buy and try more private label products, challenging National brands to differentiate their eCommerce strategies, especially those related to price positioning, in other ways.

Our previously released report, **Inflation Accelerates Private Label Share and Penetration**, confirmed 8 out of 10 brands with the highest SKU count carried across all grocery retailer websites to be private label, signaling the strength of their digital Share of Voice. Given the growing shift in consumer preference toward private label brands, we are providing access to the latest trends seen from September 2021 through March 2022. Below you will find a summary of what the data revealed about the growing presence of private label brands on the **Digital Shelf**.

Private Label Account and Category Penetration

We analyzed private label penetration at an account level to understand which private label brands have the greatest presence on retailer digital shelves, and to see which retailers may be leaving **product assortment** opportunities on the table.

Private Label Penetration Across Retail Grocer Websites
March 2022



While Walmart leads the pack in total private label grocery SKUs carried on their website at over 12,000 total, H-E-B comes in at a close second with just over 10,000 private label SKUs. One other important factor regarding H-E-B is they are the leader in our analysis in overall private label penetration at 14.5% versus Walmart with only 10% penetration.

Source: DataWeave Assortment Analytics – The number of private label products and share of overall SKUs listed by leading US based grocery retailers that sell over 20,000 SKUs; Analysis taken March 1st – 17th, 2022

DATAWEAVE