

## **Thanks to Store Brands, Shoppers Could Save About One-Third on Holiday Stock Up**

NEW YORK — With the peak gift-buying season just around the corner, grocery shoppers might be especially thankful to find a way to sock away sure savings when stocking up on the essentials for their holiday feast. A timely survey looked at supermarket prices on 40 typical Thanksgiving list items and found that smart consumers could save nearly 33% if they opted for store brands products instead of the national brands.

The research, conducted by the Private Label Manufacturers Association, assembled a market basket that included items such as stuffing mix and cranberry sauce, canned corn and green beans, refrigerated crescent rolls, turkey gravy, baking shells, whipped cream, pancake mix and real maple syrup, as well as more basic needs like sandwich bread, butter, soda crackers and breakfast cereal. Non-foods that made the list included aluminum foil, a meat thermometer, paper towels and napkins, antacid tablets and pink bismuth stomach remedy.

The study found that consumers would save \$45.13 on average by purchasing the private label products, for a total market basket savings of 32.8%. Consumers would spend \$92.31 when buying store brands, whereas the same market basket comprised entirely of national brand products would run up a grocery bill totaling \$137.44.

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## Typical Store Brand vs. National Brand Market Basket Comparison

<b>FOOD ITEMS</b>	<b>National Brand Unit Price</b>	<b>Store Brand Unit Price</b>
American Cheese Singles 16pk	\$4.49	\$2.99
Butter	\$4.91	\$3.62
Canned Corn	\$1.18	\$0.70
Canned Green Beans	\$1.09	\$0.94
Cereal	\$3.69	\$2.12
Cookies	\$3.25	\$2.36
Cranberry Sauce	\$1.57	\$0.85
Refrigerated Dough (Crescent Rolls)	\$2.97	\$2.09
Dry Cat Food	\$4.85	\$3.39
Dry Dog Food	\$11.99	\$9.99
Grape Jelly	\$2.29	\$1.69
Hot Cocoa Mix (10 pk)	\$1.50	\$1.12
Ice Cream	\$4.72	\$2.99
Ketchup	\$2.39	\$1.69
Macaroni & Cheese	\$1.19	\$1.01
Real Maple Syrup	\$5.79	\$2.99
Mustard	\$1.49	\$0.99
Oatmeal Packets (4)	\$3.50	\$2.37
Orange Juice (59 oz)	\$3.74	\$2.64
Peanut Butter	\$3.56	\$2.72
Pancake Mix	\$2.60	\$2.17
Pasta	\$1.52	\$0.97
Pasta Sauce	\$2.29	\$1.50
Pie Crust	\$2.09	\$1.06
Soda Crackers	\$2.37	\$1.87
Sandwich Bread	\$3.69	\$1.29
Soda (12pk/can)	\$5.34	\$2.81
Stuffing Mix	\$1.91	\$1.39
Turkey Gravy	\$0.67	\$0.91
Whipped Cream	\$2.20	\$1.84
<b>NON-FOOD ITEMS</b>		
Aluminum Foil	\$4.19	\$2.50
Antacid Tablets	\$3.99	\$2.62
Aspirin	\$6.69	\$2.49
Adhesive Bandages	\$3.69	\$1.87
Facial Tissue	\$1.47	\$1.00
Meat Thermometer	\$8.24	\$6.99
Mouthwash	\$4.89	\$2.75
Napkins	\$2.50	\$1.79
Paper Towels	\$2.35	\$1.49
Pink Bismuth Stomach Remedy	\$3.44	\$2.99
<b>AVG MARKET BASKET TOTALS</b>	<b>\$137.44</b>	<b>\$92.31</b>

Prices shown reflect 4-week average for the period 10/22/2011 through 11/12/2011.  
All prices are net after known discounts, coupons and/or promotions.

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In the PLMA study, minimum savings were 25% or greater for 32 of the forty items, while twenty of the forty products surveyed saved consumers a third or more.

For every category, a leading national brand was compared to a similar store brand product and prices were adjusted to account for all known discounts, coupons and promotions available. The survey took place over the four week period from October 22 through November 12, 2011, in a typical suburban supermarket located in the northeast.

Nearly one in four grocery products sold today is the retailer's brand. Store brands sales growth has outpaced national brands in consecutive sales quarters stretching back to the start of 2008. In the most recent quarter for which statistics are available, store brands posted overall sales growth of +5.2%, while national brand sales grew a lackluster +0.7%.

