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PRIVATE LABEL: TURNING THE RETAIL BRAND THREAT INTO YOUR BIGGEST OPPORTUNITY



Kogan Page. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 8.9in. x 5.8in. x 1.1in. Private labels, also known as store brands or house brands, have long been associated with inexpensive name-brand knockoffs. In recent years, however, retailers have begun marketing higher-quality products under their private labels. The result has been a huge increase in the market share of private label brands. Of every 100 spent around the world, 17 is spent on a private label. The private label industry is...

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- Authored by Lars Thomassen
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