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# Retailers taking in-house brands to another level

Last year's Cosmoprof saw the launch of a new trend in the packaging sector for fast-moving consumer goods (FMCG) products.

**R**ETAILERS have always supplied consumers with more cost-effective in-house brands which allow the consumer to purchase products that may not have the glitz and glam that comes with luxury brands but work just as well. Across Europe, there is a growing trend among retailers to invest in these in-house brands, especially with regard to the packaging.

Although they are keeping it simple, retailers are making sure that their own brands are just as appealing as luxury brands and mass market brands. They are also making sure that these products are not just replicas of leading brands, but have their own identity in their own right. This was a huge trend at last year's Cosmoprof and, as predicted, it has quickly been adopted by the South African market.

From food stuffs to home care products, cosmetics to pesticides, in-house brands are coming into their own and because of their appeal on shelf, as well as shelf positioning, are quickly set to provide manufacturers with some quality competition.

Not only do these brands have on-shelf appeal, but there is also a consistency within ranges that attracts consumers. Cosmetic ranges, such as the new baby care range from Pick n Pay, provide consumers with a multitude of products, marketed as an entire solution rather than just a cheaper version of a leading product.

Although the recession may have eased off, consumers are still of the mindset that they need to replace luxury items with more cost-effective solutions. Colour cosmetics are a perfect example of this. Women will usually spend less on items like



eye-shadows and mascara but will splurge on products like lipsticks and foundation. If a retailer can provide an entire range that is marketed as a whole, consumers are likely to rethink that luxury lipstick.

Manufacturers beware – in-house brands are here to stay and, since retailers will undoubtedly allocate the ideal shelf space to their own brands, competition between retailers and manufacturing houses is going to increase. Packaging can no longer be an after-thought in the product development process. It needs to be taken into account the entire way along the development process to ensure manufacturers end up with a product that is attractive and appealing to the 'conscious consumer'. ■

