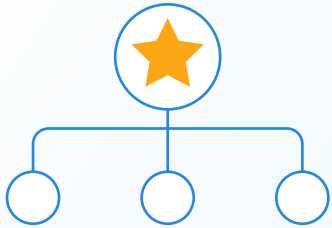


Private brands are redefining consumer expectations



Brand hierarchy is flattening:

consumers apply the same ingredient and health standards across store and national brands, while rising prices are accelerating a shift toward store brands being seen as **comparable—or better**.

Private brands have spent years closing the gap with national brands, while many national brands continue to compete with the same playbook: awareness, advertising and promotions. That begs the question: **what gives consumers a reason to choose your brand when another brand can deliver comparable value?**



Whether you're a legacy national brand, private brand or emerging challenger, *Brand Landscape 2027: Trust and Value* has the answers.

*Source: *Claims & Cues 2026: Navigating Category Attributes*, Hartman Group

82%

of consumers agree that organic store brands are **just as good** as national organic brands.*

