

Food and Beverages

Private Label Tracker 4Q23; share reaching 2019 peak

Industry Overview

A deeper look into private label

Our [quarterly private label tracker \(see the 3Q23 report\)](#), tracks private label (PL) performance in packaged food sub-categories and relative exposure to private label for companies within our packaged food coverage universe. Leveraging Nielsen's syndicated reports, we provide the following: (1) **Private label market share** on a quarterly basis for food and beverage; (2) Food categories with the **highest private label market shares** as of 4Q23; (3) Historical **price gaps and private label market share** for food categories that are relevant for our coverage universe; (4) **Weighted exposure to private label** at the company level; (5) Number of categories where the company ranks **#1 or #2 in terms of dollar share**; (6) Company **price gaps** versus private label; and (7) Percentage of **sales sold on promotion**.

Private label share up sequentially; price gaps narrow

According to Nielsen, private label share of total food sales was 21.7% in 4Q23, up +10bps sequentially vs 3Q23 and up +30bps vs 4Q22. Despite the price gap between private label and branded narrowing ~50bps QoQ, the gap remains meaningfully above historical averages. As companies begin to ramp up price management initiatives, we look to see if continued narrowing of price gaps leads to a tick down in PL share.

Share up in Seasonings/Frozen vegetables/Frozen entrees

Categories with established private label offerings continued to see share gains this quarter, as price gaps remain wide and product differentiation between branded and PL is minimal (single ingredient products where consumers can switch with ease). These categories include seasonings and frozen vegetables where PL share increased for the second quarter in a row. Frozen entrees have a lower level of private label exposure, but PL share increased for two quarters in a row. Companies exposed to these categories include MKC, KHC and CAG.

PL share down in Sliced meats, Coffee pods & Soup

There were notable declines in PL share in sliced lunchmeat, single serve coffee (pods) and soup. For sliced meat and pods, this is likely given the pass-through nature of the category. Soup, on the other hand, saw category sales declines (sequentially decreasing QoQ as well) for all of 2023. PL sales were down in 4Q23 more than the category. Companies exposed to these categories are HRL, KHC, TSN, KDP, SJM, CPB and GIS.

MDLZ, CAG score better; CPB, HRL, GIS, K fare worse

After assessing weighted exposure to PL, portfolio share positions and pricing gaps versus private label, we believe that **MDLZ** and **CAG** are better positioned qualitatively, while **CPB**, **HRL**, **GIS** and **K** are more at risk.

02 February 2024

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Exhibit 1: Stocks symbol key

See below for companies mentioned in the report

Tickers	Company name
BRBR	BellRing Brands Inc
CAG	Conagra Brands Inc
CPB	Campbell Soup Co
DOLE	Dole Plc
GIS	General Mills Inc
HRL	Hormel Foods Corp
HSY	The Hershey Co
K	Kellanova
KDP	Keurig Dr Pepper Inc
KHC	Kraft Heinz Foods
KLK	WK Kellogg
MDLZ	Mondelez Intl
MKC	McCormick & Co Inc
SJM	The J M Smucker Co
TSN	Tyson Foods Inc
UTZ	Utz Brands Inc

Source: BofA Global Research

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Private Label share at 2019 peak

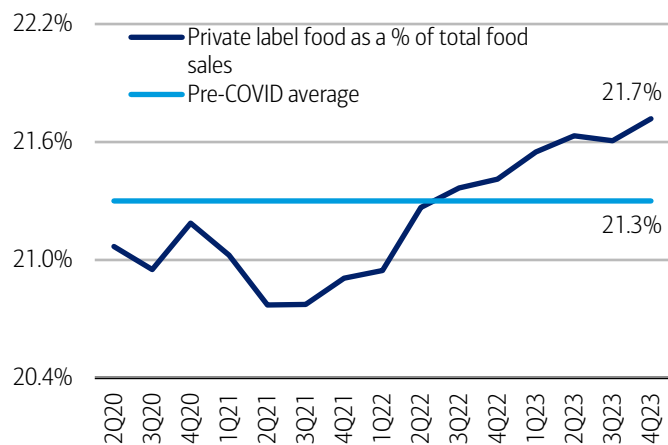
We update our Private Label (PL) analysis for packaged food and beverage companies for calendar 4Q23 using NielsenIQ, which captures sales in Food/Grocery, Drug, Mass, Club (excl. Costco) and Convenience channels. Private label is more relevant to packaged food because its overall share is double that in beverages.

Key takeaways for packaged food:

- PL market share was up to 21.7% vs 3Q23's 21.6% in packaged food, above the pre-COVID average of 21.3% and in line with the pre-COVID peak of 21.7%. Private label share gains can be attributed to: (1) supply chain improvement and service recovery for private label offerings; and (2) retailers raising PL prices resulting in higher dollar sales, though the weighted average price gap between branded and PL continues to be wider than the pre-COVID average. As private label availability continues to improve and the price gap magnitude holds, we believe further PL share gains are possible as consumers look for more value. However, if price gaps narrow, branded may win back some share.
- The price gap between private label and branded food category peers narrowed by ~50bps sequentially to 23.1% in 4Q23. Since 4Q19, the price gap has remained wider than the pre-COVID average. In our view, as companies assess their price points and begin to provide products that address value-seeking consumers, the weighted average price gap could continue to narrow moving forward.

Exhibit 2: Private label food as a % of total food sales

Private label market share of 21.7% is in-line with its pre-COVID peak of 21.7% and above pre-COVID avg of 21.3%

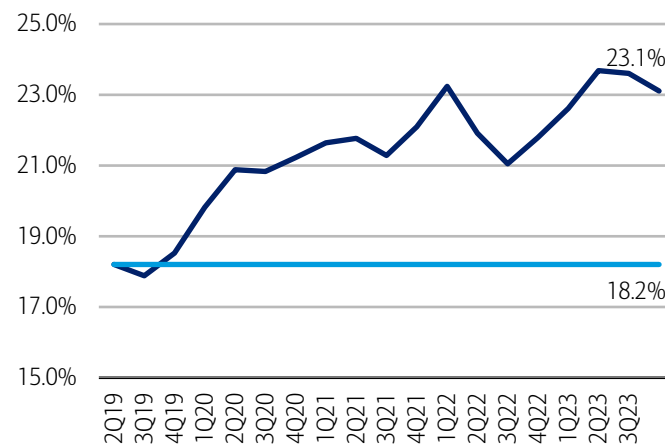


Source: NielsenIQ

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Exhibit 3: Weighted avg price gap between food category & PL

Price gap between food category and private label as of 4Q23 was 23.1%, above pre-COVID average of 18.2%



Source: NielsenIQ

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Category callouts/specifics

We also look at category level specifics within packaged food for key sub-categories.

Increases: We highlight sequential increases in PL market share in spices/seasonings/extract, crackers, frozen vegetables, and frozen entrees. Snacking nuts & seeds, refrigerated bacon and peanut butter all increased share sequentially after being down sequentially in 3Q23.

Declines: We note that sliced lunchmeat and single serve coffee (coffee pods) saw sequential PL share declines for the second quarter in a row. PL share in soup (shelf-stable/condensed/ready-to-serve), chocolate candy and pasta sauce declined sequentially after being up sequentially in 3Q23.

- **Spices/seasonings/extract:** PL market share increased +40bps sequentially to 26.4% in 4Q23 (it was also up +30bps in 3Q23), above the pre-COVID average of 25.5%. In the 12-week period ending 12.30.23, the category grew sales at a slower rate than private label, at 2.8% vs 4.6%. In its recent [earnings call, MKC](#) (see report) said it plans to address its volume/share issues through increased marketing, promo/merchandizing and managing price gaps on core items like Black Pepper and Vanilla. These initiative are designed to recapture share from both private label and lower price point branded competitors.
- **Frozen dinner & entrees:** The category has seen sales grow at a slower pace sequentially since 4Q22, with 3Q23 the first quarter with negative category sales, continuing the decline to -6.6% in 4Q23. Although private label market share has historically been low (4Q23 market share of 4.8% vs the pre-COVID average of 3.9%), private label sales grew 6.7%, with share ticking up two quarters in a row. Private label share in **frozen vegetables** has also ticked up for two consecutive quarters, with 4Q23 PL share at 41.4%. Private label sales also grew at a faster rate of 9.7% vs the category at 6.1%. In the L52-wk period ending 12/30/23, these two categories combined made up approximately one-third of CAG's sales.
- **Sliced lunchmeat:** PL market share decreased -50bps sequentially to 25.7% in 4Q23 after decreasing -10bps sequentially in 3Q23. We note that the overall category sales declined -4.6% in 4Q23 while private label declined -5.7%. Private label share in **refrigerated bacon** also increased +40bps in 4Q23 to 27.1% after decreasing -50bps sequentially in 3Q23.
- **Ground coffee single serve (K-cups & pods):** PL market share decreased sequentially to 21.4% after decreasing in 3Q23 QoQ (-60bps QoQ in 4Q23 and -30bps QoQ in 3Q23). The price gap between the category and private label contracted in 4Q23 following three quarters of expansion, which could lead to some PL losses moving forward. **Ground coffee excl single serve:** PL market share decrease QoQ by -120bps in 4Q23 after staying flat sequentially in 3Q23. The category price premium contracted by -730bps QoQ, which likely caused PL share losses in 4Q23.
- **Shelf stable soup:** Sequential PL market share declined -190bps in 4Q23 following a +50bps increase sequentially in 3Q23. This was driven by both **condensed** (~30% of category sales), which saw a -210bps sequential decline, and **ready-to-serve** (~70% of category sales), which saw a -190bps sequential decline. For all of 2023, the soup shelf stable category had negative sales growth (sequentially declining as well), which seems to be largely driven by branded, as private label sales grew in the same three quarters; however, in 4Q23, private label sales declined -6.4%. In the 12-week period ending 12/30/23, both CPB and GIS lost share to private label and other manufacturers.

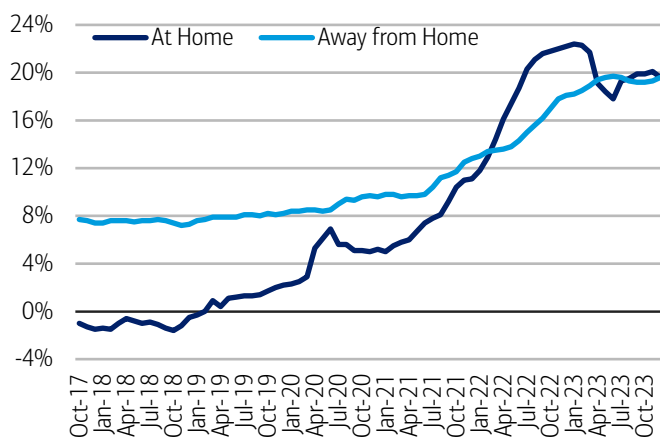


At-home and away-from-home inflation at similar levels

Food inflation continues to rise as consumers face increased pressure on household budgets and choose to trade off between value, price, and quality. On a three-year stack, food-at-home (FAH) inflation only slightly exceeded food-away-from-home (FAFH) inflation, with at home inflation only 10bps higher than away from home (Exhibit 4). At-home inflation has remained sticky at ~20% on a three-year stack basis over the past five months. From September 2021 to September 2022, the gap between FAH inflation exceeding FAFH inflation widened, but since September 2022, the gap between the two has narrowed. Over the months of April through May 2023, away-from-home inflation exceeded at-home inflation but has since contracted again. The US personal savings rate was 3.7% for December 2023, which was above the June 2022 low of 2.7% but continues below its five-year average of 8.3%, 10-year average of 7.0%, and well below COVID highs of 32%.

Exhibit 4: At home vs away from home CPI data (3-year stack)

On a three-year stack, food at home slightly exceeds away from home inflation

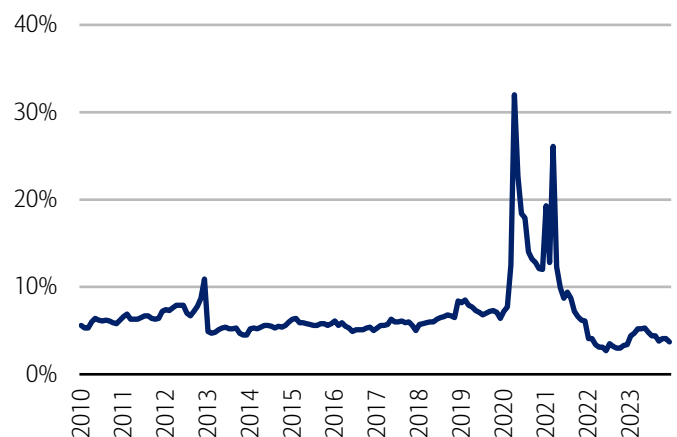


Source: BLS

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Exhibit 5: U.S. personal savings rate

U.S. personal savings rate in December was 3.7%, which is below the 5-year average of 8.3% and 10-year average of 7.0%



Source: US BEA, BofA Global Research

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Assessing Private Label exposure for food companies

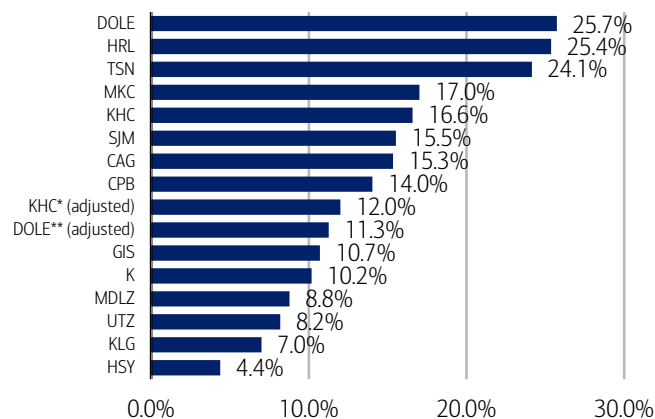
To assess the level of private label risk for our coverage universe, we analyzed several factors for DOLE, HRL, MKC, KHC, CAG, CPB, KLG, SJM, GIS, K, MDLZ, HSY: (1) **weighted exposure to private label** – higher exposure equates to more private label risk; (2) **portfolio share positions** – brands with #1 or #2 category positions tend to have better clout with consumers and can withstand private label pressures, particularly when the top-ranked brand has a clear lead over its competitors; (3) **pricing gaps vs private label** – brands priced significantly higher than private label may have a more difficult time maintaining share with downward pricing trends; and (4) **% of sales from promotions** – an increase in private label may lower lift from promotions and merchandising, especially if other competitors respond by increasing promotions to maintain share.

Weighted exposure to private label

According to Nielsen, DOLE, HRL, and TSN have the highest weighted exposure to private label since their portfolios are concentrated in categories with high private label market share (pre-packaged salads, snacking nuts & seeds, and fresh meat). We note that DOLE's exposure should decline, as the company agreed (on 1/31/23) to sell its Fresh Vegetables Division to Fresh Express, a deal that has yet to close. When excluding the pre-packaged salad category from the calculation, DOLE's exposure to private label drops to 11.3% from 25.7%. In addition, Nielsen estimates KHC weighted exposure at 16.6%, but KHC contends that Nielsen and IRI do not accurately reflect its private label exposure, which has dropped from 17% in 2019 to 12% on a 52-week basis as of 2Q23.

Exhibit 6: Weighted exposure to private label

DOLE (unadjusted), HRL & TSN have the highest exposure to private label

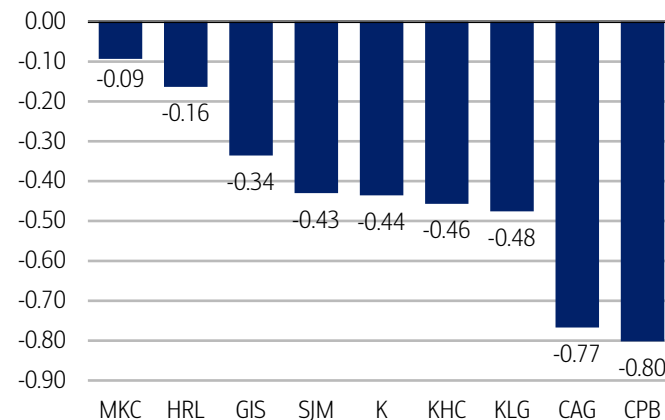


Source: NielsenIQ *According to Nielsen, KHC has 16.6% weighted exposure to private label, however the company contends that Nielsen and IRI do not accurately reflect its private label exposure which has dropped from 17% in 2019 to 12.0% as of 2Q23 on a 52-week basis; **pre-packaged salad business adjusted out

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Exhibit 7: Portfolio elasticities by company in the latest 52wk period (North America) (pd end 12.30.23)

SJM's sweet snacks portfolio increased its elasticity to -0.43, from -0.14 in October. CAG and CPB elasticities were driven by frozen entrees and shelf stable soup, respectively



Source: NielsenIQ, BofA Global Research estimates

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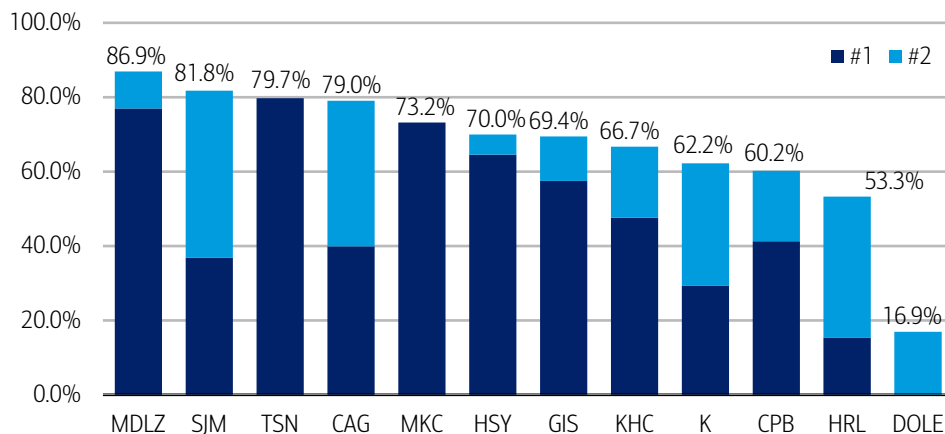
Using Nielsen latest 52-wk data for the period ending 12/30/23 we calculate price elasticity of demand for all key center-store categories and took the weighted average based on each category's sales exposure. Amongst its closest peers, MKC's portfolio is least elastic, with weighted average elasticity of -0.07, while CPB and CAG are most elastic with weighted average elasticity of -0.80 (prior -0.31) and -0.77 (prior -0.45), respectively. We note that SJM's portfolio became increasingly elastic following the Hostess acquisition, as its elasticity for the 52-wk period ending 10/7/23 (Hostess excluded) was -0.14 and is now -0.43. CAG and CPB also became increasingly elastic vs the 52-wk pd end 10/7/23. For CAG, frozen entrees drove the change, as the category saw elasticity of -1.05. For CPB, shelf stable soup had elasticity of -2.07. We exclude the refrigerated bacon, frozen breakfast foods, frozen meat & seafood, refrigerated snack combos and frozen waffles/pancakes/French toast categories in our analysis given the list price declines in the category.

Relative market share analysis

Companies that have brands with #1 or #2 market share positions tend to have better clout with consumers and are better able to withstand private label pressures. MDLZ, SJM, and TSN have higher relative market share concentrations. We note that prior to spinning out its North America cereal business, K was in the top three companies that had highest relative market share concentration, but it and now sits in the bottom three. We exclude BRBR and KLK from this analysis given their low category exposure and UTZ since it does not hold #1 or #2 market shares in the categories in which it competes.

Exhibit 8: Relative market share analysis

MDLZ, SJM, & TSN have high relative market share concentration (86.9% of MDLZ's retail sales are from brands that rank #1 or #2 in their respective category)



Source: NielsenIQ

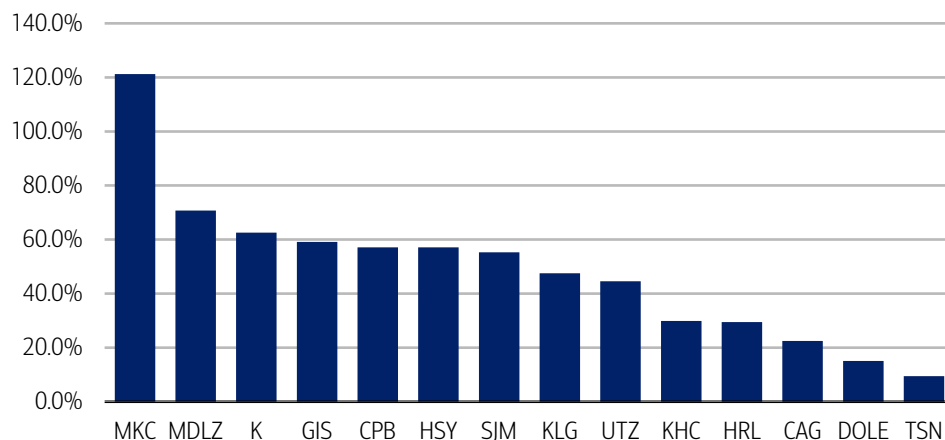
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Minding price gaps

MKC, MDLZ and K have the largest price gaps relative to private label, which suggests they could be more vulnerable to value offerings. MKC experienced the largest price gaps in canned vegetables, soup, and spices/seasonings/extracts. MDLZ's gap was driven by snack and nutrition bars, baking staples and chocolate candy. K's gap was driven by crackers and salty snacks.

Exhibit 9: Average company price gaps to private label on a 52-week basis

MKC has the largest price gap with a 121.2% premium



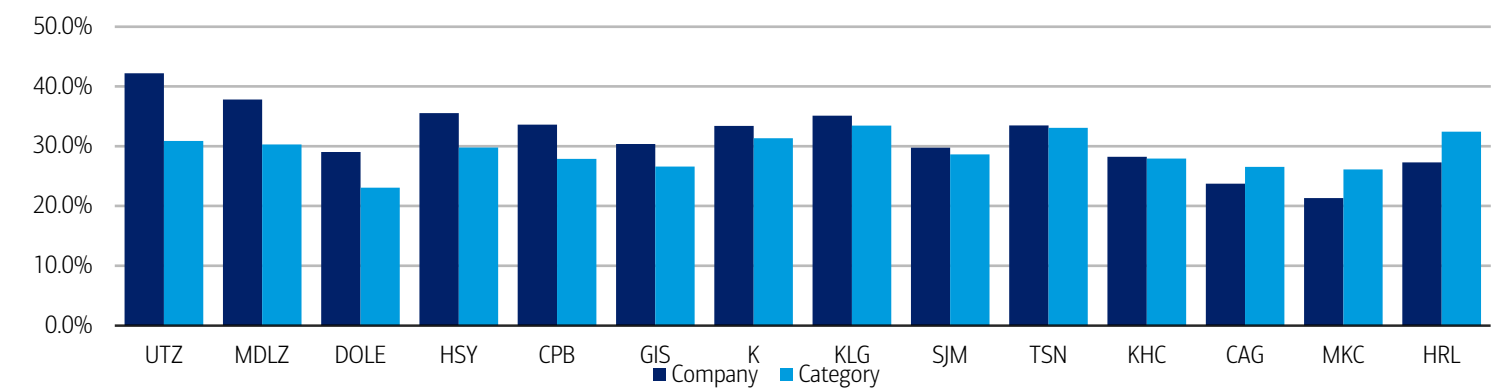
Source: NielsenIQ

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Sales lift from promotions may be impacted

Most companies are more promotional than the category excluding KHC, CAG, MKC, HRL.

Exhibit 10: % sold on promotion by company versus category on a 52-week basis
UTZ promos versus category gap of 11.3%



Source: NielsenIQ

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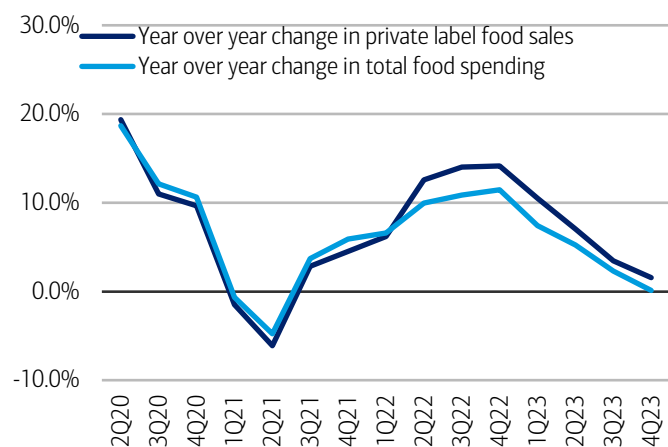


Private label in focus

Before COVID-19 (1Q19 to 4Q19) private label market share peaked at 21.7% and averaged at 21.3% in terms of sales. In our view, strong growth was a function of (1) constant improvement in the quality of private label offerings (taste & packaging); (2) retailers' strong appetite for product offerings that provide consumers with value; (3) consumers being less regimented about brands than previous generations; (4) an increase in the number of households shopping in discount channels (dollar stores, Aldi & Lidl); and (5) inconsistent support from leading brands in certain food categories. During the COVID-19 crisis (1Q20 to 4Q21) private label share of total food sales declined as the industry dealt with supply chain challenges and temporary stimulus payments afforded consumers the luxury to purchase branded consumer packaged goods. Private label plays less of a role in beverages with only 7.8% market share of total beverage sales this quarter (~80bps below pre-COVID peak of 8.6%). Sales growth trends for private label beverages are in line with private label food.

Exhibit 11: Total food sales growth versus private label, y-y

In 4Q23, private label grew sales +140bps faster than the total food category

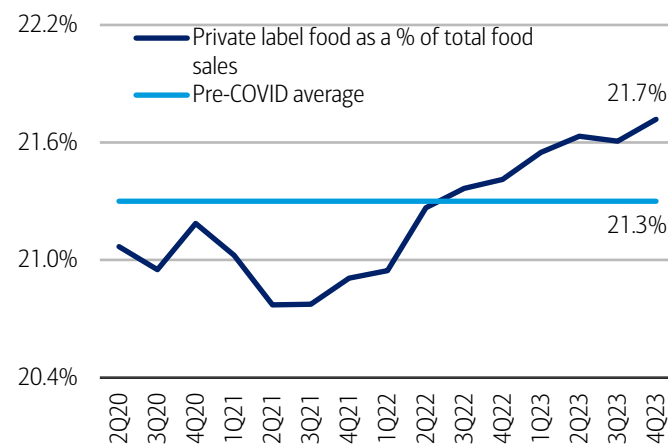


Source: NielsenIQ

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Exhibit 12: Private label food as a % of total food sales

Private label market share of 21.7% is in-line with its pre-COVID peak of 21.7% and above pre-COVID average of 21.3%

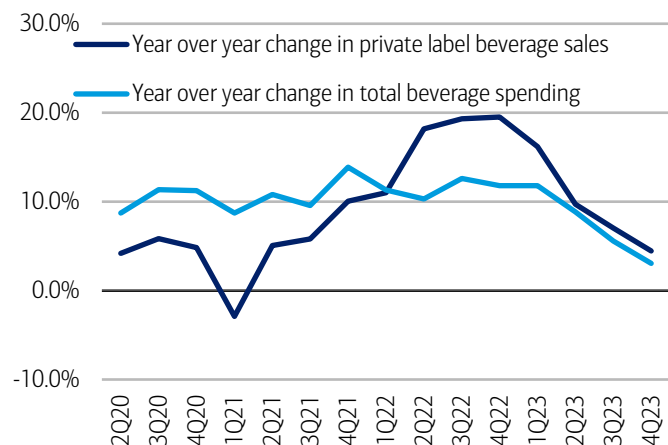


Source: NielsenIQ

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Exhibit 13: Total beverage sales growth versus private label, y-y

In 4Q23, private label grew sales +140bps faster than the total beverages

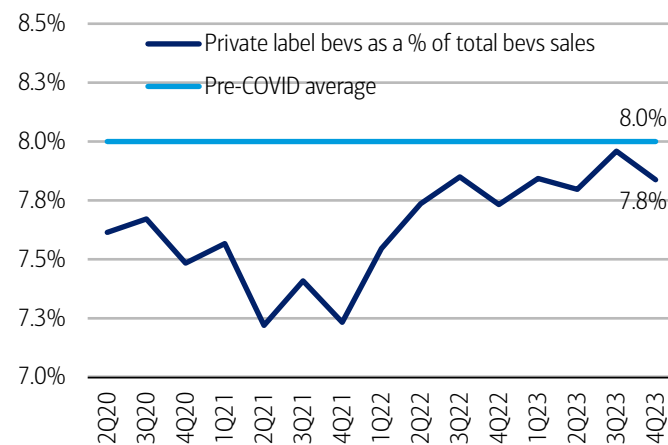


Source: NielsenIQ

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Exhibit 14: Private label beverages as a % of total beverage sales

Private label market share of 7.8% remains below its pre-COVID peak of 8.6%



Source: NielsenIQ

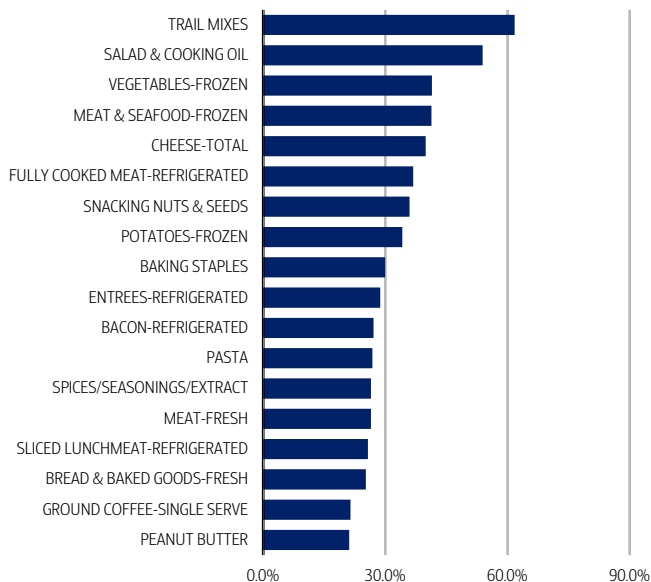
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Market share data for key categories in private label

Private label has strong market share positions in the following categories: trail mixes, salad & cooking oil, and frozen vegetables (Exhibit 15). Private label share tends to be large for commoditized products and share gains on a year-over-year quarterly basis were most pronounced for refrigerated fully cooked meat, frozen potatoes and frozen vegetables (Exhibit 16).

Exhibit 15: Private label market share for key categories for 4Q23 (12 weeks ending December 30th, 2023)

Trail mixes had 60.9% private label market share

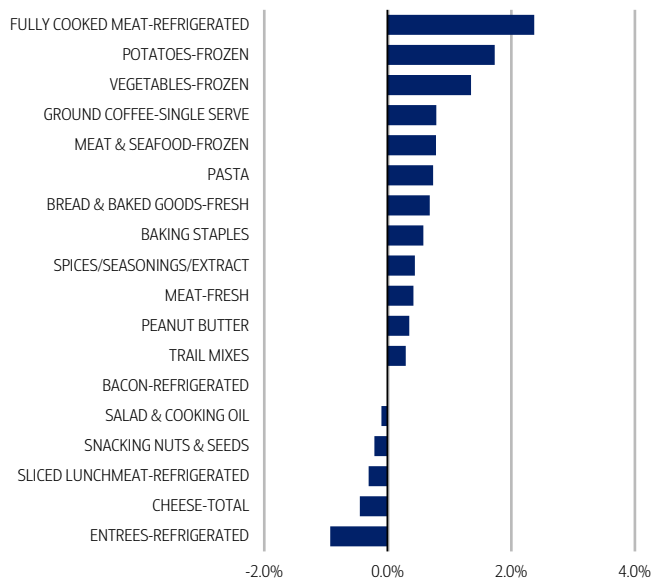


Source: NielsenIQ

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Exhibit 16: Year-over-year change in private label market share (4Q23 versus 4Q22)

Refrigerated cooked meat up +2.4% YoY



Source: NielsenIQ

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Deep dive into key food categories

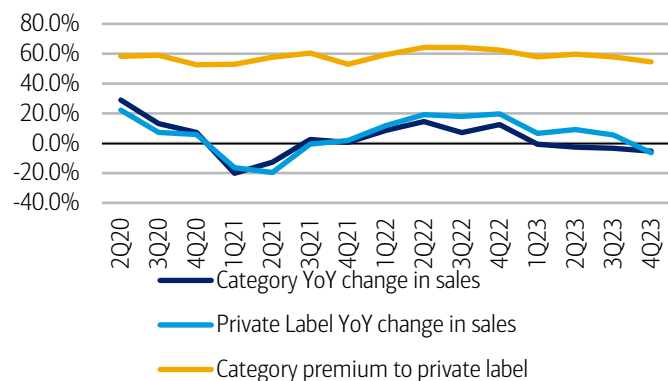
In this section we pulled: (1) year-over-year change in sales for the total category and the private label counterpart; (2) category premium versus private label; and (3) private label market share of the category. We define pre-COVID as the period from 1Q19 to 4Q19. Our analysis captures sales from Food/Grocery, Drug, Mass, Club (excl. Costco) & Convenience channels.

Soup-shelf stable

- Private label underperformed the category on a year-over-year sales basis by -110bps this past quarter.
- Category premium of 54.6% this past quarter was significantly higher than 48.2% average in the pre-COVID period.
- Private label market share is currently at 17.9%, which is 20bps below the 18.1% pre-COVID average. Condensed soup PL market share decreased 210bps sequentially while ready to serve decreased 190bps sequentially.

Exhibit 17: Soup-shelf stable category versus private label

Private label underperformed the category on a year over year sales basis by 110bps this past quarter

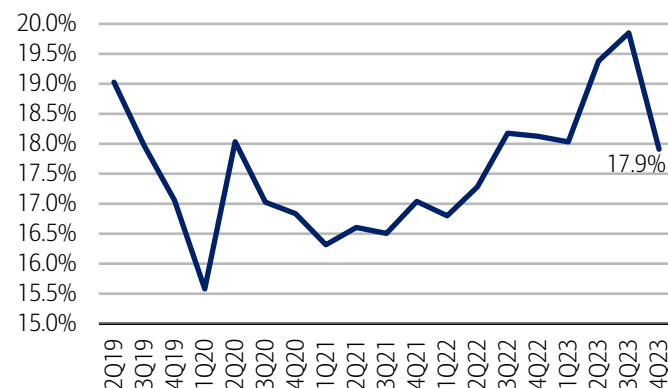


Source: NielsenIQ

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Exhibit 18: Private label market share of the soup-shelf stable category

Private label market share is currently at 17.9%, which is 20bps below average pre-COVID levels of 18.1%



Source: NielsenIQ

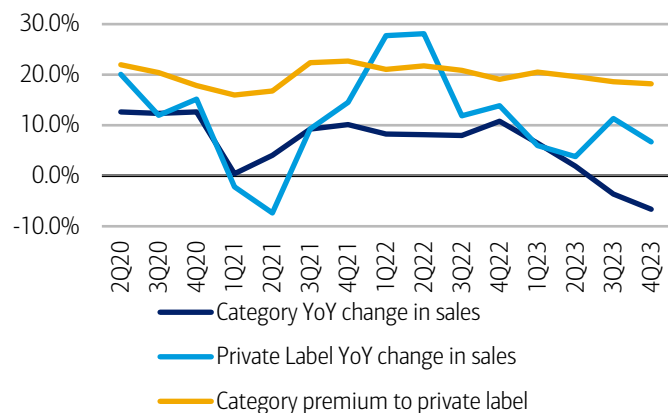
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Dinners & entrees-frozen

- Sales growth for private label outperformed the category by +1,330bps this past quarter.
- Category premium versus private label is currently at 18.2%, which is below the 19.8% pre-COVID average.
- Private label market share is currently at 4.8%, which is above the 3.9% pre-COVID average.

Exhibit 19: Frozen dinners & entrees versus private label

Sales growth for private label outperformed the category by +1,330bps this past quarter

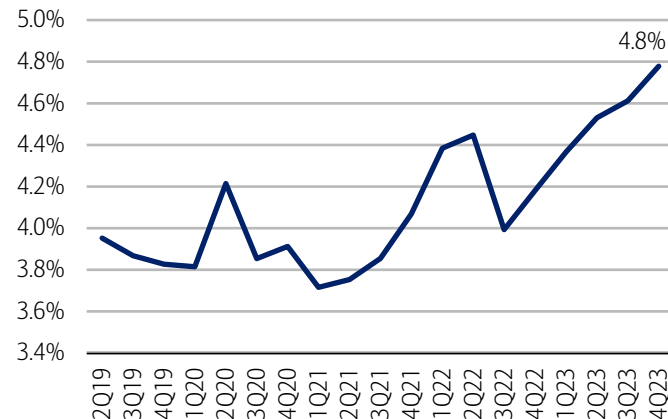


Source: NielsenIQ

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Exhibit 20: Private label market share of the frozen dinners & entrees category

Private label market share is currently at 4.8%, which is above its pre-COVID average of 3.9%



Source: NielsenIQ

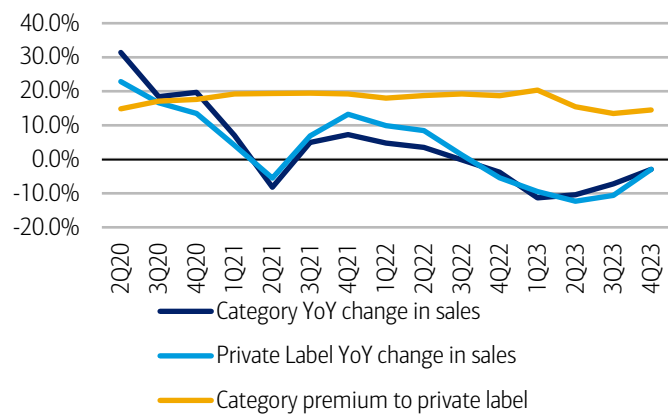
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Refrigerated Bacon

- Sales growth for private label was largely in line with the category this past quarter.
- Category premium versus private label is currently at 14.5%, which is higher than the 12.2% pre-COVID average.
- Private label market share is currently at 27.1%, which is lower than 27.6% pre-COVID average.

Exhibit 21: Refrigerated Bacon category versus private label

Sales growth for private label grew largely in-line with the category this past quarter



Source: NielsenIQ

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Exhibit 22: Private label market share of the refrigerated bacon category

Private label market share is currently at 27.1%, which is below its pre-COVID average of 27.6%



Source: NielsenIQ

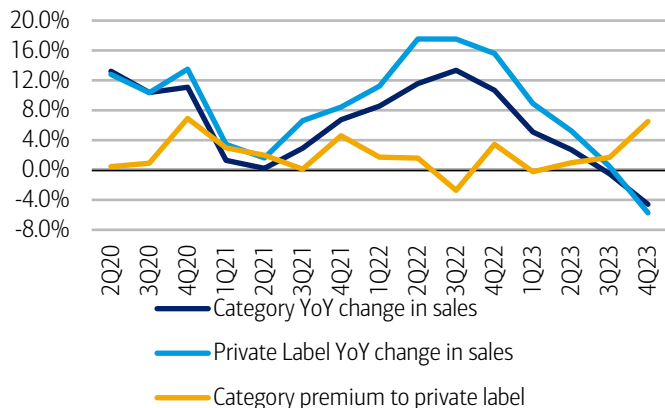
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Sliced Lunchmeat-Refrigerated

- Sales growth for private label underperformed the category by -110bps this past quarter.
- Category premium versus private label is currently at 6.5%, which is higher than the -0.7% pre-COVID average.
- Private label market share is currently at 25.7%, which is above the 22.7% pre-COVID average.

Exhibit 23: Sliced lunchmeat category versus private label

Sales growth for private label underperformed the category by -110bps this past quarter

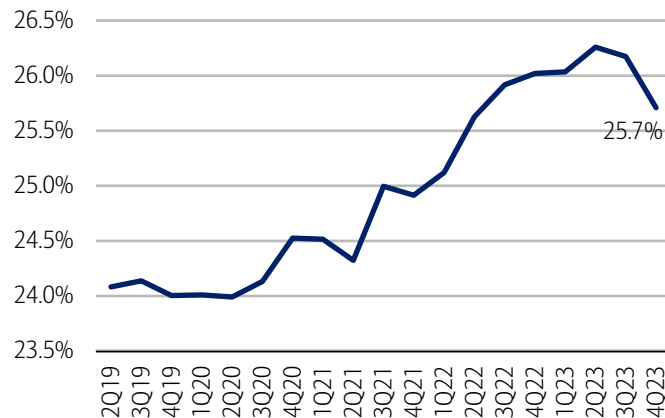


Source: NielsenIQ

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Exhibit 24: Private label market share of the sliced lunchmeat category

Private label market share is currently at 25.7%, which is above pre-COVID average of 22.7%



Source: NielsenIQ

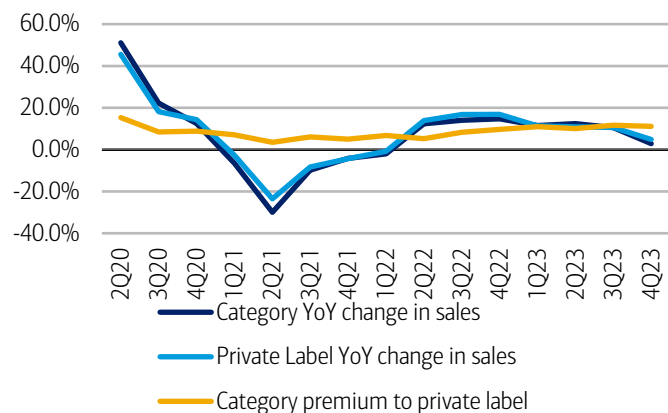
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Baking staples

- Private label outperformed the category by +200bps this past quarter.
- Category premium versus private label is currently at 11.2%, which is below the 12% pre-COVID average.
- Private label market share is currently at 30%, which is +10bps above the 29.9% pre-COVID average.

Exhibit 25: Baking staples category versus private label

Sales growth for private label outperformed the category by +200bps this past quarter

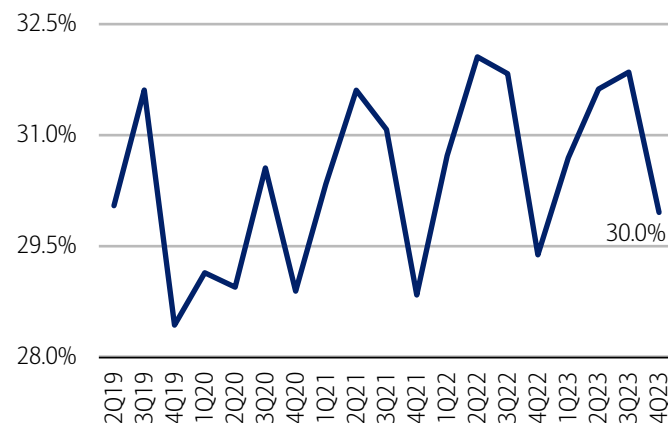


Source: NielsenIQ

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Exhibit 26: Private label market share of the baking staples category

Private label market share is currently at 30%, which is above pre-COVID average of 29.9%



Source: NielsenIQ

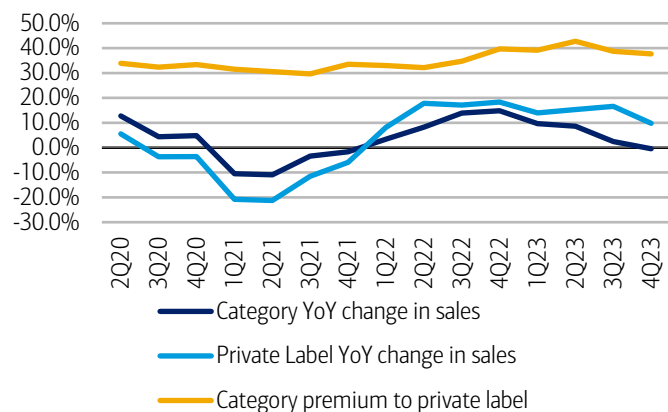
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Cereal

- Sales growth for private label outperformed the category by +1,020bps this past quarter.
- Category premium versus private label is currently at 37.7%, which is above the 34.6% pre-COVID average.
- Private label market share is currently at 7.1%, which is below the 7.2% pre-COVID average.

Exhibit 27: Cereal category versus private label

Sales growth for private label outperformed the category by +1,020bps this past quarter

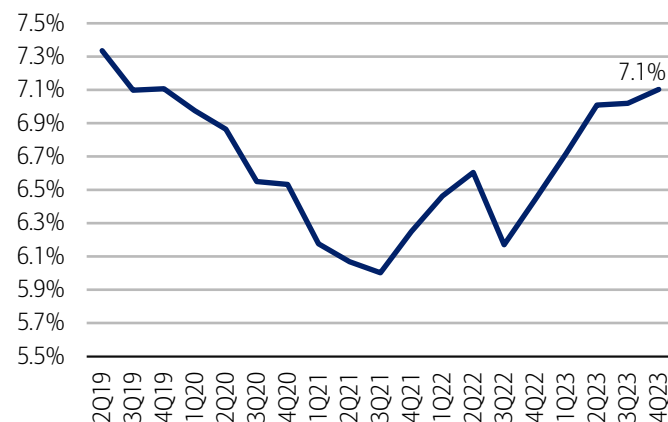


Source: NielsenIQ

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Exhibit 28: Private label market share of the cereal category

Private label market share is currently at 7.1%, which is below average pre-COVID levels of 7.2%



Source: NielsenIQ

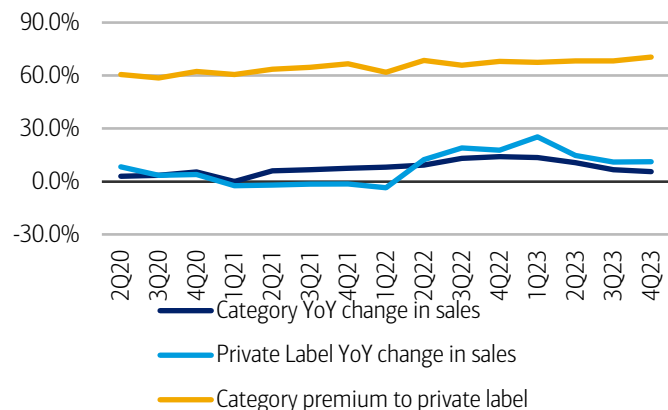
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Yogurt

- Sales growth for private label outperformed the category by +560bps this past quarter.
- Category premium versus private label is currently at 70.5%, which is above the 59.5% pre-COVID average.
- Private label market share is currently at 8.3%, which is in line with its pre-COVID average.

Exhibit 29: Yogurt category versus private label

Sales growth for private label outperformed the category by +560bps this past quarter

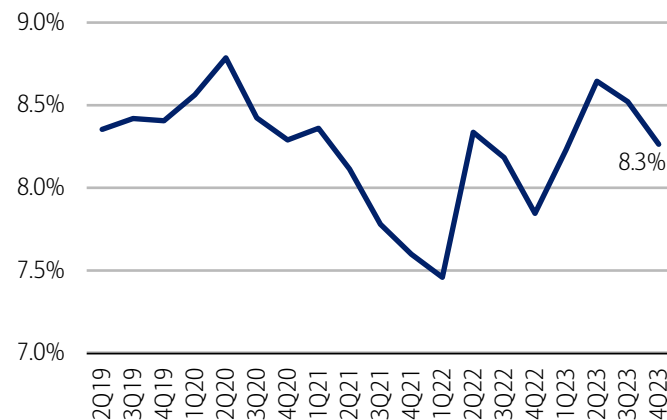


Source: NielsenIQ

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Exhibit 30: Private label market share of the yogurt category

Private label market share is currently at 8.3%, which is in-line with its pre-COVID average



Source: NielsenIQ

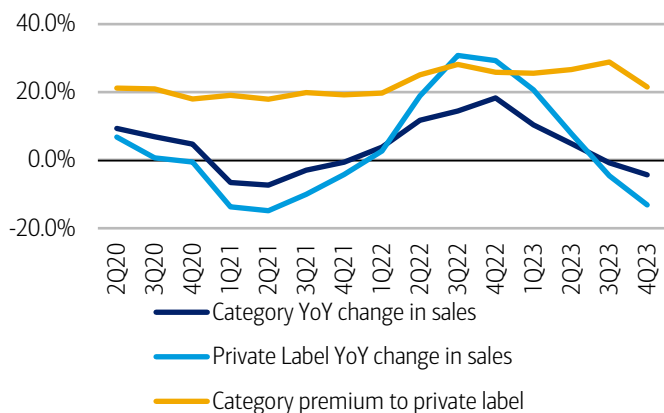
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Ground Coffee excl Single Serve

- Sales growth for private label underperformed the category by -880bps this past quarter.
- Category premium versus private label is currently at 21.5%, which is above the 20% pre-COVID average.
- Private label market share is currently at 10.9%, which is below the 12.4% pre-COVID average.

Exhibit 31: Ground Coffee excl. SS category versus private label

Sales growth for private label underperformed the category by -880bps this past quarter

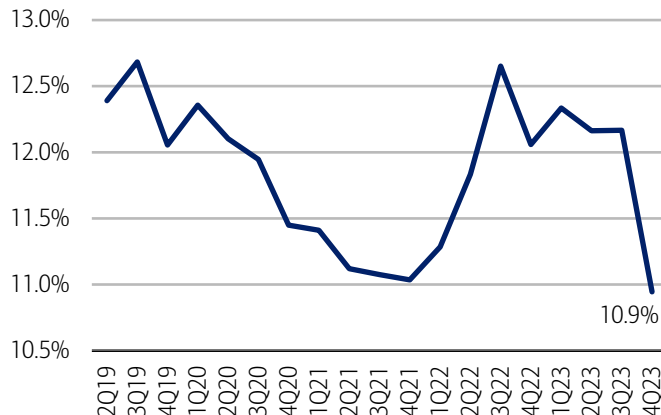


Source: NielsenIQ

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Exhibit 32: Private label market share of the ground coffee excl. SS category

Private label market share is currently at 10.9%, which is below its pre-COVID average of 12.4



Source: NielsenIQ

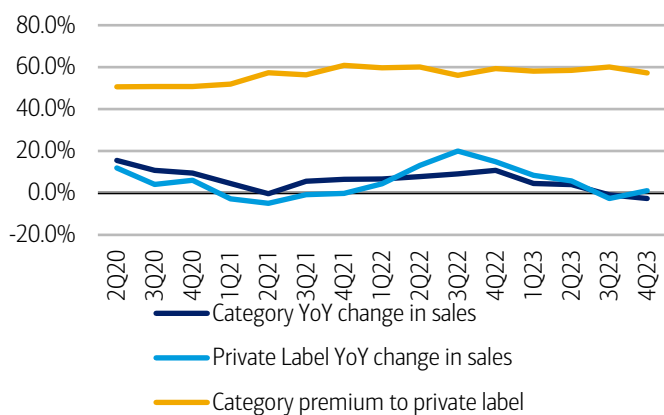
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Ground Coffee Single Serve

- Sales growth for private label outperformed the category by +370bps this past quarter.
- Category premium versus private label is currently at 57.2%, which is above the 48.1% pre-COVID average.
- Private label market share is currently at 21.4%, which is below the 22.6% pre-COVID average.

Exhibit 33: Ground Coffee SS category versus private label

Sales growth for private label outperformed the category by +370bps this past quarter



Source: NielsenIQ

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Exhibit 34: Private label market share of the ground coffee SS category

Private label market share is currently at 21.4%, which is below its pre-COVID average of 22.6%



Source: NielsenIQ

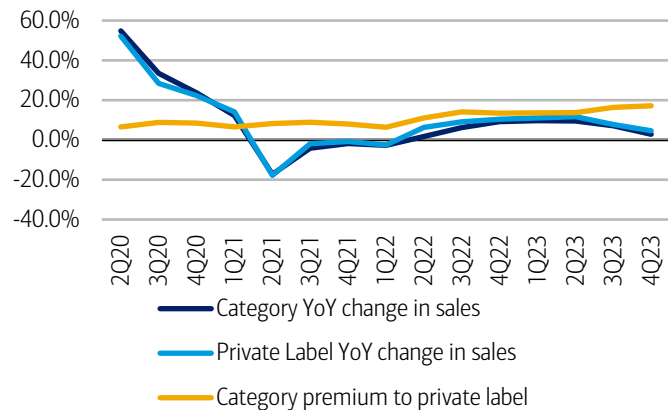
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Spices/seasonings/extract

- Sales growth for private label outperformed the category by +170bps this past quarter.
- Category premium versus private label is currently at 17.2%, which is above the 15.1% pre-COVID average.
- Private label market share is currently at 26.4%, above the 25.5% pre-COVID average.

Exhibit 35: Spices/seasonings/extract category versus private label

Sales growth for private label outperformed the category by +170bps this past quarter

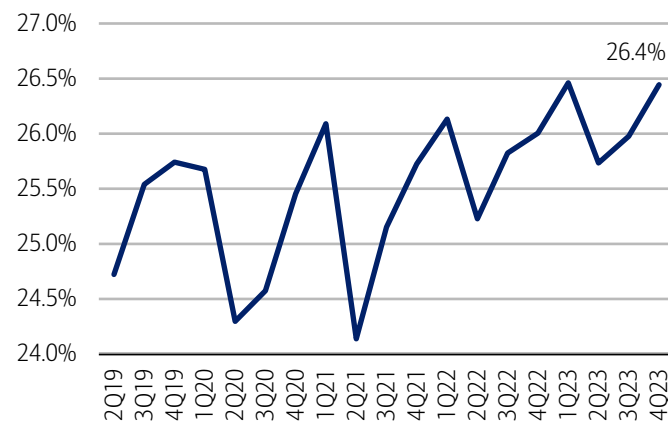


Source: NielsenIQ

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Exhibit 36: Private label market share of the spices/seasonings/extract category

Private label market share is currently at 26.4%, above its pre-COVID average of 25.5%



Source: NielsenIQ

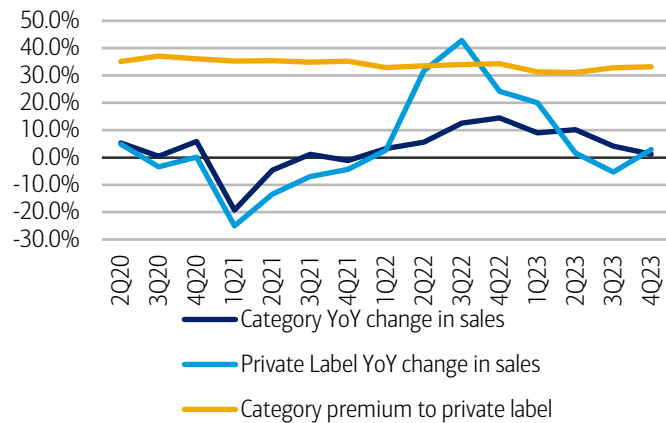
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Peanut butter

- Sales growth for private label outperformed the category by +170bps this past quarter.
- Category premium versus private label is currently at 33.2%, below the 34.1% pre-COVID average.
- Private label market share is currently at 21.1%, above the 20.6% pre-COVID average.

Exhibit 37: Peanut butter category versus private label

Sales growth for private label underperformed the category by +170bps this past quarter

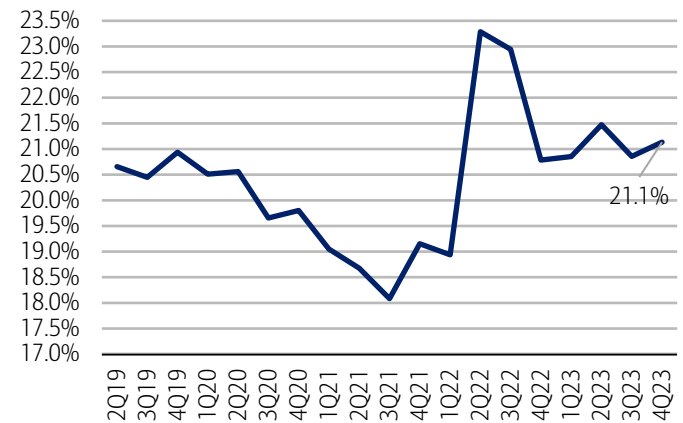


Source: NielsenIQ

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Exhibit 38: Private label market share of the peanut butter category

Private label market share is currently at 21.1%, which is above its pre-COVID average of 20.6%



Source: NielsenIQ

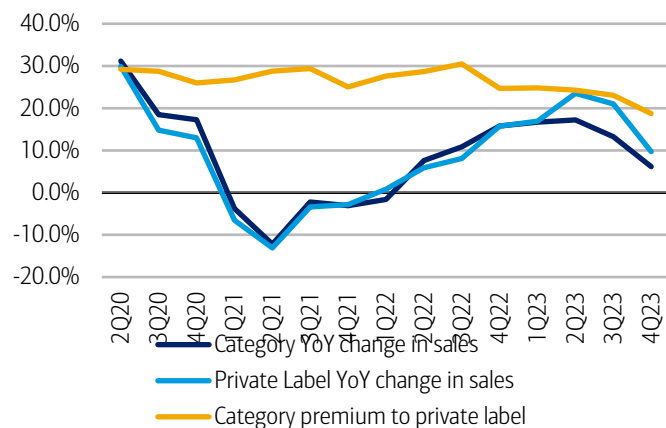
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Frozen Vegetables

- Sales growth for private label outperformed the category by +360bps this past quarter.
- Category premium versus private label is currently at 18.7%, below the 27.9% pre-COVID average.
- Private label market share is currently at 41.4%, above the 40.3% pre-COVID average.

Exhibit 39: Frozen vegetables category versus private label

Sales growth for private label outperformed the category by +360bps this past quarter



Source: NielsenIQ

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Exhibit 40: Private label market share of the frozen vegetables category

Private label market share is currently at 41.4%, which is above its pre-COVID average of 40.3%



Source: NielsenIQ

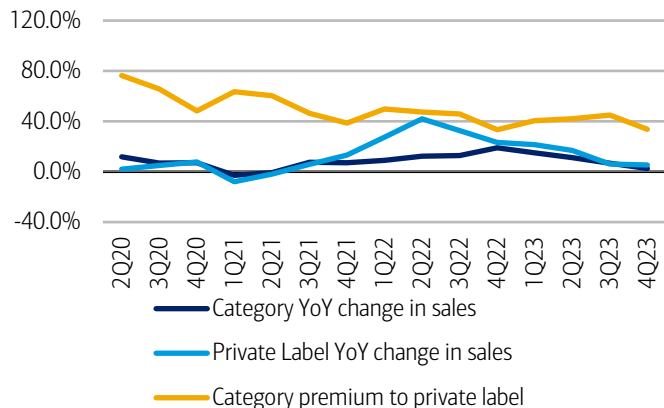
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Cookies

- Sales growth for private label outperformed the category by +280bps this past quarter.
- Category premium versus private label is currently at 33.7%, which is below the 66.1% pre-COVID average.
- Private label market share is currently at 11.8%, which is above the 9.4% pre-COVID average.

Exhibit 41: Cookies category versus private label

Sales growth for private label outperformed the category by +280bps this past quarter

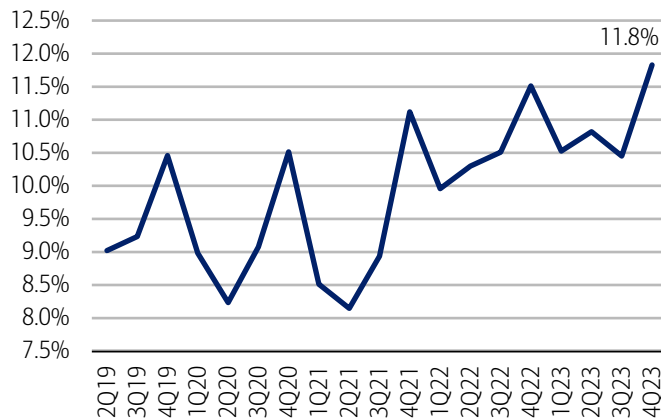


Source: NielsenIQ

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Exhibit 42: Private label market share of the cookies category

Private label market share is currently at 11.8%, which is above pre-COVID average of 9.4%



Source: NielsenIQ

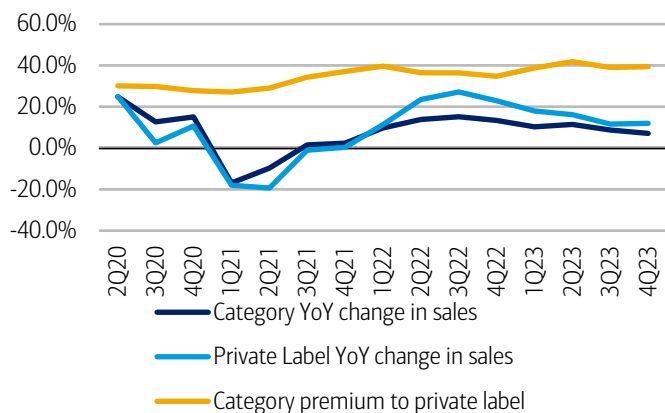
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Pasta Sauce

- Sales growth for private label outperformed the category by +490bps this past quarter.
- Category premium versus private label is currently at 39.4%, above the 28.0% pre-COVID average.
- Private label market share is currently at 11.5%, above the 11.4% pre-COVID average.

Exhibit 43: Pasta sauce category versus private label

Sales growth for private label outperformed the category by +490bps this past quarter



Source: NielsenIQ

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Exhibit 44: Private label market share of the pasta sauce category

Private label market share is currently at 11.5%, which is above its pre-COVID average of 11.4%



Source: NielsenIQ

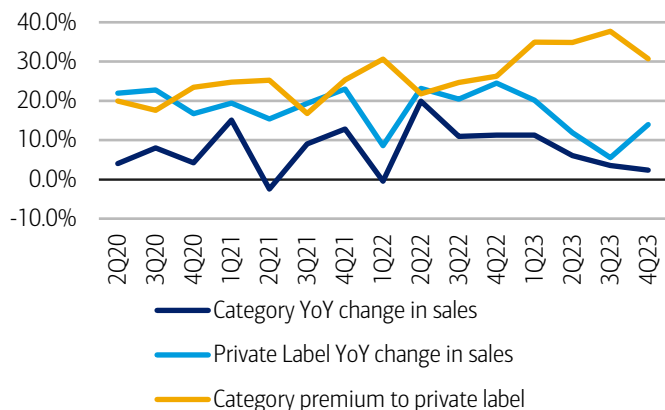
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Chocolate Candy

- Sales growth for private label outperformed the category by +1,160bps this past quarter.
- Category premium versus private label is currently at 30.7%, above the 15% pre-COVID average.
- Private label market share is currently at 2.6%, above the 1.9% pre-COVID average.

Exhibit 45: Chocolate candy category versus private label

Sales growth for private label outperformed the category by +1,160bps this past quarter

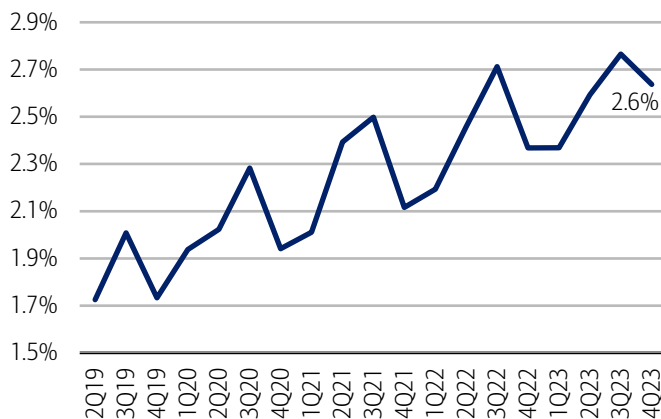


Source: NielsenIQ

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Exhibit 46: Private label market share of the chocolate candy category

Private label market share is currently at 2.6%, which is above pre-COVID average of 1.9%



Source: NielsenIQ

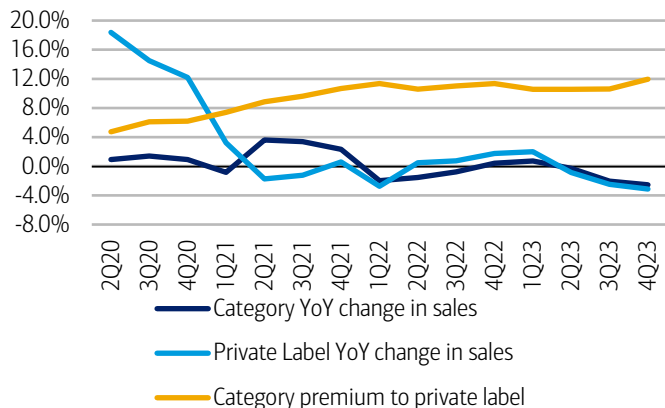
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Snacking Nuts & Seeds

- Sales growth for private label underperformed the category by -60bps this past quarter.
- Category premium versus private label is currently at 12%, above the 3.6% pre-COVID average.
- Private label market share is currently at 35.9%, above the 32.9% pre-COVID average.

Exhibit 47: Snacking Nuts & Seeds category versus private label

Sales growth for private label underperformed the category by -60bps this past quarter

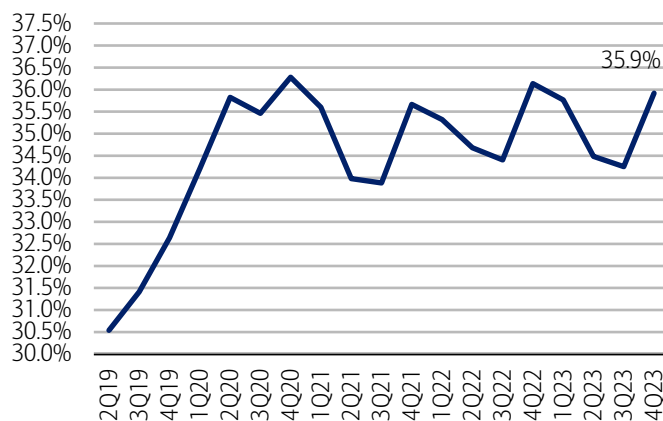


Source: NielsenIQ

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Exhibit 48: Private label market share of the snacking nuts & seeds category

Private label market share is currently at 35.9%, which is above its pre-COVID average of 32.9%



Source: NielsenIQ

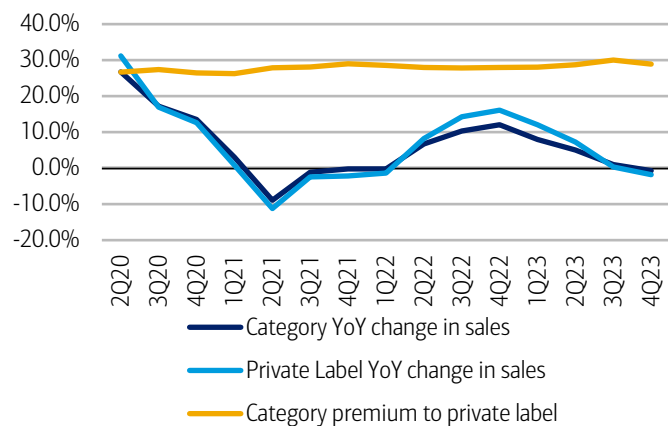
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Cheese

- Sales growth for private label underperformed the category by -110bps this past quarter.
- Category premium versus private label is currently at 28.9%, above the 24% pre-COVID average.
- Private label market share is currently at 39.9%, below the 40% pre-COVID average.

Exhibit 49: Cheese category versus private label

Sales growth for private label underperformed the category by -110bps this past quarter

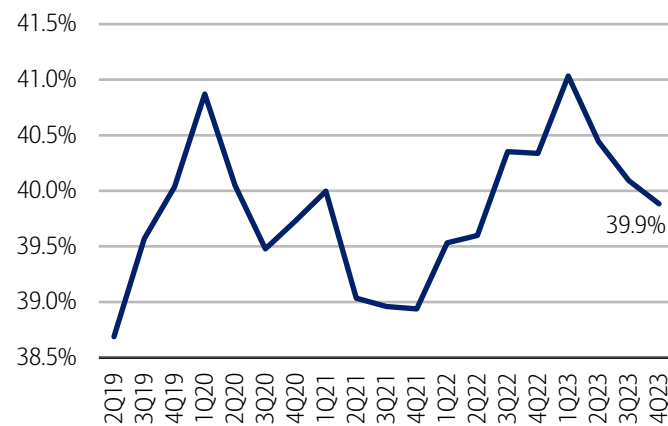


Source: NielsenIQ

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Exhibit 50: Private label market share of the cheese category

Private label market share is currently at 39.9%, which is below its pre-COVID average of 40%



Source: NielsenIQ

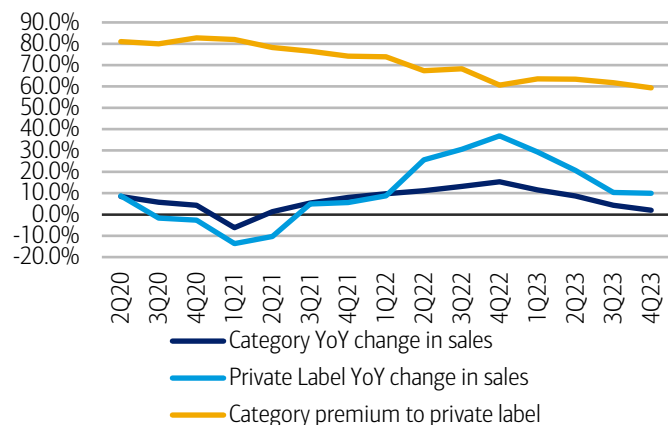
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Crackers

- Sales growth for private label outperformed the category by +790bps this past quarter.
- Category premium versus private label is currently at 59.3%, below the 82.8% pre-COVID average
- Private label market share is currently at 8.7%, above the 7% pre-COVID average.

Exhibit 51: Crackers category versus private label

Sales growth for private label outperformed the category by +790bps this past quarter

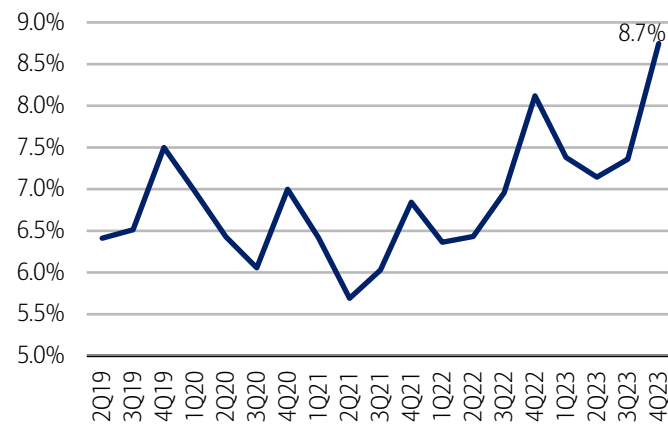


Source: NielsenIQ

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Exhibit 52: Private label market share of the crackers category

Private label market share is currently at 8.7%, which is above its pre-COVID average of 7%



Source: NielsenIQ

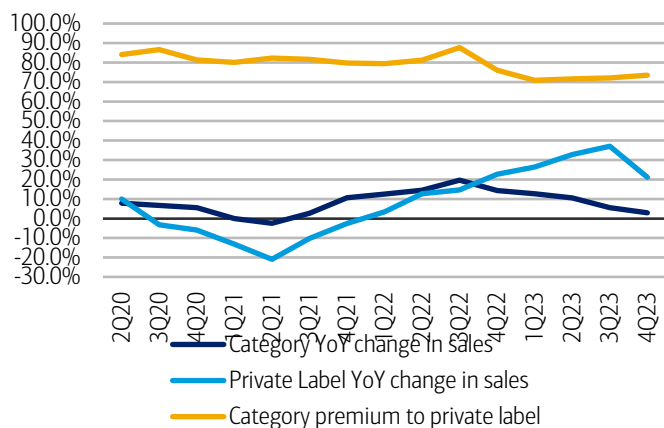
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Potato chips

- Sales growth for private label outperformed the category by +1,820bps this past quarter.
- Category premium versus private label is currently at 73.5%, below the 79.5% pre-COVID average
- Private label market share is currently at 7.6%, below the 7.9% pre-COVID average.

Exhibit 53: Potato chips category versus private label

Sales growth for private label outperformed the category by +1,820bps this past quarter

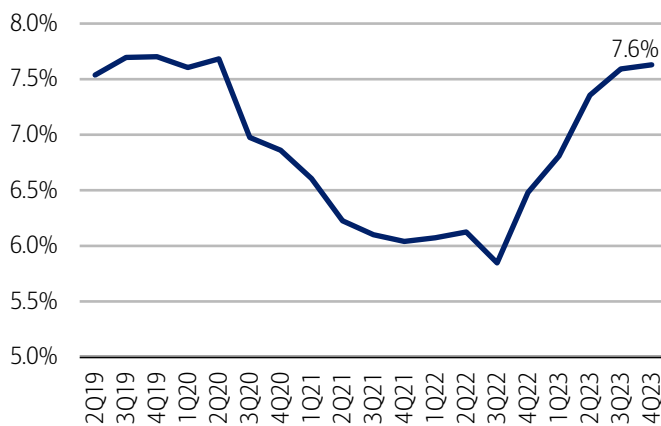


Source: NielsenIQ

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Exhibit 54: Private label market share of the potato chips category

Private label market share is currently at 7.6%, which is below its pre-COVID average of 7.9%



Source: NielsenIQ

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