



The Relationship Between National Brand and Private Label Food Products: Prices, Promotions, Recessions, and Recoveries

Richard Volpe

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Over the past two decades, private label food products have grown steadily in sales and often directly compete for market share with national brands. This competition lowers prices and increases product choices for consumers. This report analyzes the relationship between private label and national brand product prices and in-store promotions for two major U.S. grocery store chains during the 2007-2009 recession and the year following the recession (2010).

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