



Store Brands Industry Fact Sheet

- One of every four products purchased in U.S. grocery stores during 2024 carried the store's name or one of its brands.
- Surveys reveal consumers save one-third or more on grocery items every time they shop by opting for store brands over national brands.
- Studies say consumers who have a positive experience when trialing a store brand tend to make the store brand their new favorite over a national brand.
- Store brand dollar sales in 2024 were \$271 billion, an all-time high. Unit sales were also a record at 67.4 billion.
- Over the past four years, annual sales of store brands increased \$51.7 billion, or plus 23.6%, while annual store brand unit sales moved ahead 1.4 billion or up 2.1%.
- Store brands grew across the store, racking up dollar gains in 129 of 167 edible categories and unit sales improvements in 118. Among 153 non-edible categories, store brand dollars grew in 79 and units rose in 85.

Source: PLMA/Circana Unify+