



January 2026

What is Store Brands Month?

Store Brands Month is a January initiative bringing together retailers, private label manufacturers, and brokers - where appropriate - to promote store brand products directly to consumers.

The inaugural celebration launched in January 2025.

What Does Success Look Like?

- Increased consumer attention to the positive attributes of store brands
- Expanded penetration of your store brands
- Drive consumer loyalty, trial and repeat purchase
- Enhanced store brands' visibility on shelf for greater consumer and store loyalty



**How PLMA
Members
Can Help
Drive Success**

Focusing on Partnerships Will Drive Success of Store Brands Month



Store Brands Month is an industry-wide celebration

Manufacturer Capabilities

- Align with product strategy and support retailer specific needs
- Ensure inventory availability & timely delivery
- Share consumer trends & best practices



Broker Execution

- Represent manufacturer
- Use sales data to recommend merchandising & marketing strategies
- Monitor program execution



Retailer Implementation

- Sales lift & engagement
- Prominent visibility in-store and online
- Increased brand perception and loyalty



Consumer Loyalty

- Awareness of Store Brands assortment
- Enhance loyalty with retailers
- Increase store brand sales

Ways to Promote Store Brands Month

Resources for the Industry on storebrandsmonth.com has the tools and ideas to help you create effective and profitable promotions

- Share Store Brands Month details with your internal team to promote the initiative industry-wide
- Work with industry partners to create profitable in-store promotions during January
- Utilize Resources for Members' content and graphics on your social platforms to connect with customers about the benefits of store brands

Resources for the Industry ►



**How Retailers
Can Participate**

How Retailers Can Participate in Store Brands Month

Utilize and Leverage the Store Brands Month Brand

- Provide a consistent look in your advertising for easy consumer recognition using the Store Brands Month logo
- Utilize Store Brands Month Retailer Toolkit to download logos for your website, flyers, circulars, and other communications

Retailer Toolkit ►

Be Your Company's Social Media Influencer

- Provide your own brands team and marketing department with information about the benefits of store brands
- Share your store brands story with existing influencers to include in their posts and reels

FAQ ►

Share Store Brands Month Content and Posts on Your Social Media Platforms

- Take your promotions to the next level by posting your Store Brands Month in-store and team events

Social Media Ideas ►

Host In-Store Events and Demos

- Demos are proven to increase trial and sales
- Create in-store events including contests and giveaways to engage consumers at the point of purchase

Best Practices for Store Brands Month Logos and Graphics

- Keep all colors and proportions of the logo “as is”
- Display the logo on a white or light color background
- Try not to reduce smaller than 3 inch wide (unless used as tag in circular)
- Use as a headline or as a sign-off in your advertising

Logos and Graphic Assets ▶

Use the Store Brands Month Logo on Shelf as Point of Sale to Highlight:

- Assortment of private label SKUs across multiple categories
- The premium tier SKUs that shows commitment to quality



Use Store Brands Month to educate shoppers on the impact store brands have in your market and the industry



**STORE
BRANDS
MONTH™**

**Did you know that
retail-owned brands
account for 1 out of
every 4 products sold
in the United States?**

**Your store brand stands
for quality everyday.**

**STORE
BRANDS
MONTH**

Remember Retailers :

**Forecast And Communicate Your Plans By
Category/Item To Your Suppliers and Brokers**



**How to Reach
Consumers
During January**

Storewide Promotional Ideas

- Increased post-holiday cooking exhaustion: one pot meals, grab n' go, transforming leftovers
- How to make a clean sweep into the new year: closets, pantry and home office organization
- Healthy meals: promote categories targeted to consumers eating healthier in the new year
- New Year - New You: promote health, wellness and self care products
- NFL Playoffs games: Cocktails/mocktails, appetizers and party supplies

Social Media

- **Instagram**
- **Facebook**
- **TikTok**
- **LinkedIn**
- **X**

Utilize Influencers on Instagram, Facebook, TikTok

- Meal planning for \$X.XX per day
- How to stock a cold & flu pantry
- Create a winter preparedness kit for your car
- What's in your fridge or pantry?

Post on LinkedIn and X for B2B

- Promote your company's efforts to other industry executives
- Comment/like/repot to gain greater exposure for Store Brands Month



**How Can
PLMA
Help?**

PLMA Has the Resources for Success

- Store Brands Month Committee drives advocacy and thought leadership across the industry
- Unify+™ monthly reports deliver actionable category and consumer insights

Exclusive Market Data from PLMA ►

- National consumer and trade media plus social media visibility to elevate your brand and initiatives
- Leverage the Salute to Excellence Award® to showcase winning products to consumer during Store Brands Month
- Storebrandsmonth.com offers ready to use promotional and graphic assets

Store Brands Month Website ►

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Email ideas, questions, best practices to storebrandsmonth@plma.com