



## FACT SHEET

- **One out of every five products sold is a store brand**
- **Shoppers save one-third or more on grocery and household items by selecting store brands over national brands**
- **Studies have shown that consumers who have a positive experience when trying a store brand tend to make repeat purchases**
- **Store brands cross categories and formats - during 2024, among 167 food categories store brand sales were recorded in 164, or 98%; in 158 nonfood categories, store brand sales appeared in 153, or 97%**
- **Total store brand revenue for 2024 is expected to exceed a quarter trillion dollars, setting a new record for annual sales**