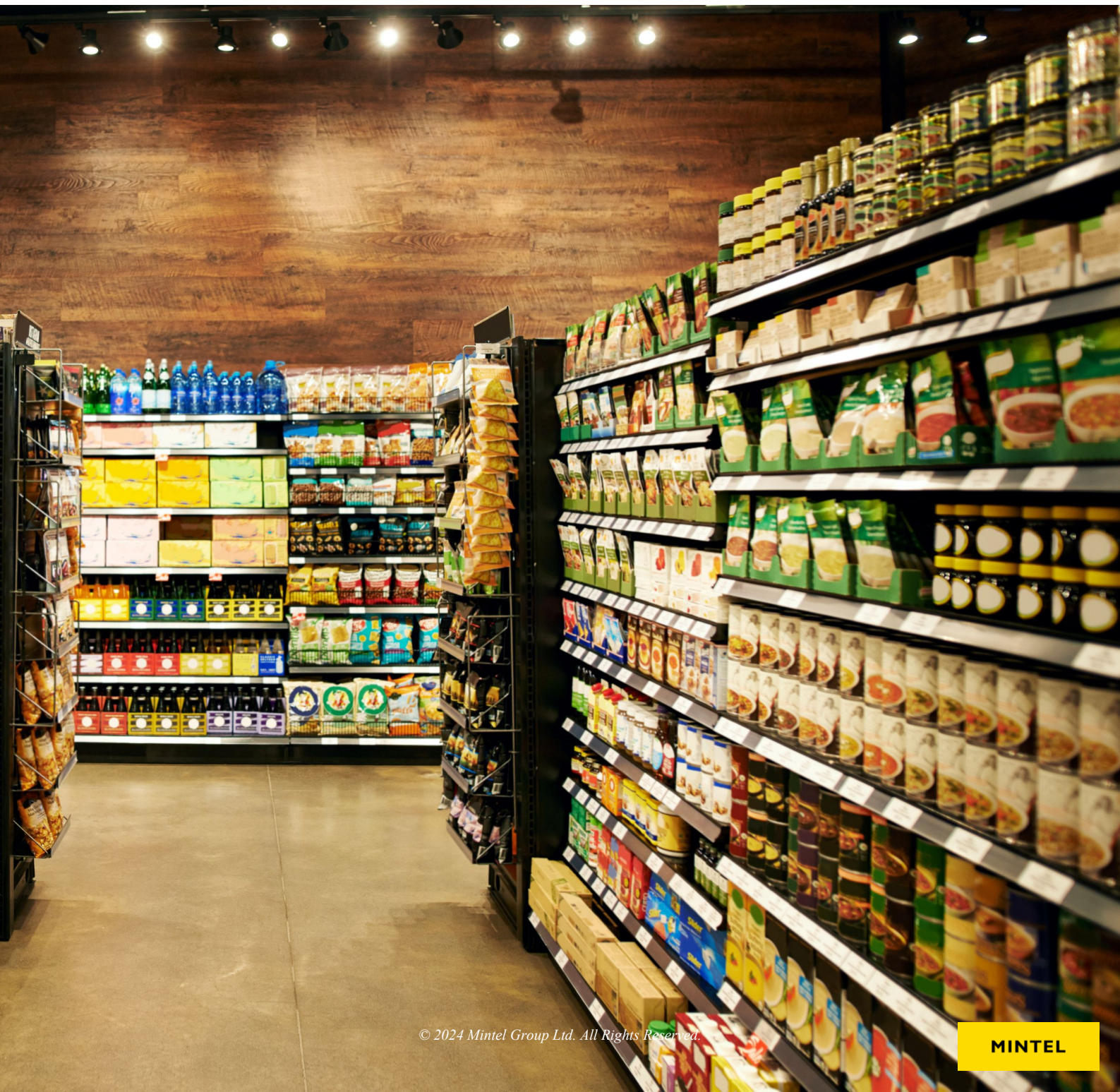


ATTITUDES TO PRIVATE LABEL – THAI CONSUMER – 2020

There is a positive outlook for private labels as Thais are more open to buying them for reasons other than just low prices. See what the opportunities could be for retailers and how brands should react to the situation.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspectives

Market context

- Private labels gain more spaces globally
- Strong position for private labels in Thailand
- Key private label categories: Daily essentials & household products
 - Graph 1: Types of brands purchased in the last three months, by product category, November 2019
 - Graph 2: Purchased direct-selling product categories, November 2019

Mintel predicts

- Private label food & beverages will continue with high demand
- Retailers to up the game on skincare & cosmetics
 - Graph 3: Statement best applies, November 2019

What consumers want and why

- Consumers want: confidence in quality and good results
 - Graph 4: Key reasons for choosing private label products over their branded equivalents, November 2019
 - Graph 5: Elements that encourage to buy private label products, November 2019
 - Graph 6: Elements that encourage to buy private label products, November 2019

Opportunities

- Build a community of trustworthy advocates
- Bring in more products with additional benefits

KEY TRENDS

Retailer's strategies: Competing in quality and expanding consumer base

- It is no longer just the price
- From the 'lowest price' to the 'smarter choice'
- Catering products to serve different profiles
- Mimicking the leading brands for positive(?) impression
- eCommerce launching private labels
- Convenience stores combining all services in one

Consumer's changes: Shifting lifestyles and ways of thinking

- Urbanisation gradually grows in Thailand...
- Changing lifestyles lead to private label food & beverage growth
- Perceived good quality is becoming a stronger trigger

CONSUMER INSIGHTS

What is private label products?

- What is "private label" exactly?

Who buys private label products?

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 - Graph 8: Statement that best applies to you, November 2019
 - Graph 9: Statement that best applies to you, November 2019
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- Graph 24: Reasons to buy private label products, November 2019
- Graph 25: Reasons to buy private label products, November 2019
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- Graph 28: Elements encouraging to purchase private label products, November 2019
- Graph 29: Elements that encourage to buy private labels, November 2019
- Graph 30: Sentence that best applies, November 2019
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Consumer insights in summary

- Consumer insights in summary

MARKET APPLICATIONS

- Opportunities: What you need to know

Improve the low-involvement products

- Be cautious on sensitive topics

Heighten the value

- Stay away from a blatant imitation of branded products
- Technology & scientific approval increases credibility

Brands to be more forward-thinking

Global innovations

- Affordable luxuries at Marks & Spencer

APPENDIX

- Consumer research methodology

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