

Strategic Options for Retailers for Branding Private Label Portfolios

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Abstract

Private Labels have transformed from value purchases into powerful brands. This paper develops a framework based on the four strategic dimensions of brand breadth, positioning, segmentation, and relationship with the store brand that retailers can uniquely draw upon to organise their brand portfolios. It examines the case of German retailer Rewe that successfully organises its private label portfolio along these dimensions. This paper argues that maintaining multi-tiered and multi-segmented private label portfolios can be important tools for retailers enabling them to cover broader markets, fulfil current consumer needs, build brand equity, and strengthen customer loyalty.

Keywords: Private labels, brands, brand portfolio, retailing