

TABLE OF CONTENTS

SYNOPSIS	4	5. MARKET	57
INTRODUCTION	6	5.1 Domestic market size of private label products (2009-2014).....	58
1. GENERAL INFORMATION	7	5. Domestic market size of supermarket chains (2009-2014).....	59
1.1 Sector’s definition.....	8	5.3 Domestic market size of mini-markets and kiosks (2009-2014).....	60
1.2 Private label products categories.....	9	5.4 Market share development of private label products (2009-2014).....	61
1.3 Historical development of private label products.....	10	5.5 Private label products share per product category.....	63
1.4 Sector’s general figures.....	13	5.6 Private label products purchase intention.....	64
1.5 Sector’s general characteristics.....	14	5.7 Private label products attractiveness per product category.....	65
2. INSTITUTIONAL FRAMEWORK	16	5.8 Porter’s five forces.....	66
3. DEMAND	19	6. INTERNATIONAL MARKET	69
3.1 Determinants of demand.....	20	6.1 International market’s general figures.....	70
3.2 Analysis of selected determinants of demand	22	6.2 Private label product’s market share in Europe..	72
3.3 Consumers perceptions for the private label products.....	36	6.3 Private label products in selected European markets.....	75
4. SUPPLY	37	7. CONCLUSIONS - PROSPECTS	81
4.1 Major supermarket chains.....	39	7.1 SWOT Analysis.....	82
4.2 Turnover growth of major supermarket chains (2009-2013).....	42	7.2 Main Findings – Prospects.....	83
4.3 Major groups of joint markets.....	44	SOURCES & BIBLIOGRAPHY	85
4.4 Financial analysis of the super market sector (2009-2013).....	45		
4.5 PL products suppliers (producers).....	55		
4.6 Indicative suppliers (producers) for PL products	56		