



Private Label: Opportunities for Drinks in Europe

February 2022

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Scope: Private label in European drinks industry

Key findings

Private label beverage momentum: why now?

The next phase of private label evolution in Western Europe

New private label transforming quality expectations in Western Europe

The share of private label varies by category, with penetration highest in tissue and pet care

Mix of private label and branded beverages: Refresco makes it all

Rauch: strong player in juices and Red Bull producer

Modern grocery growth will create new private label opportunities in Eastern Europe

Channel shifts impact private label beverages in Eastern Europe

Private label in Eastern Europe supports the development of functional categories

Bottlers for private label in niche categories such as RTD coffee

Trends adopted by private label

Targeting modern consumers

E-commerce as added power

Vkusvill : modern and private label orientated (1)

Vkusvill : modern and private label orientated (2)

Lidl "click-and-collect" offer (Poland)

Opportunities for private label

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