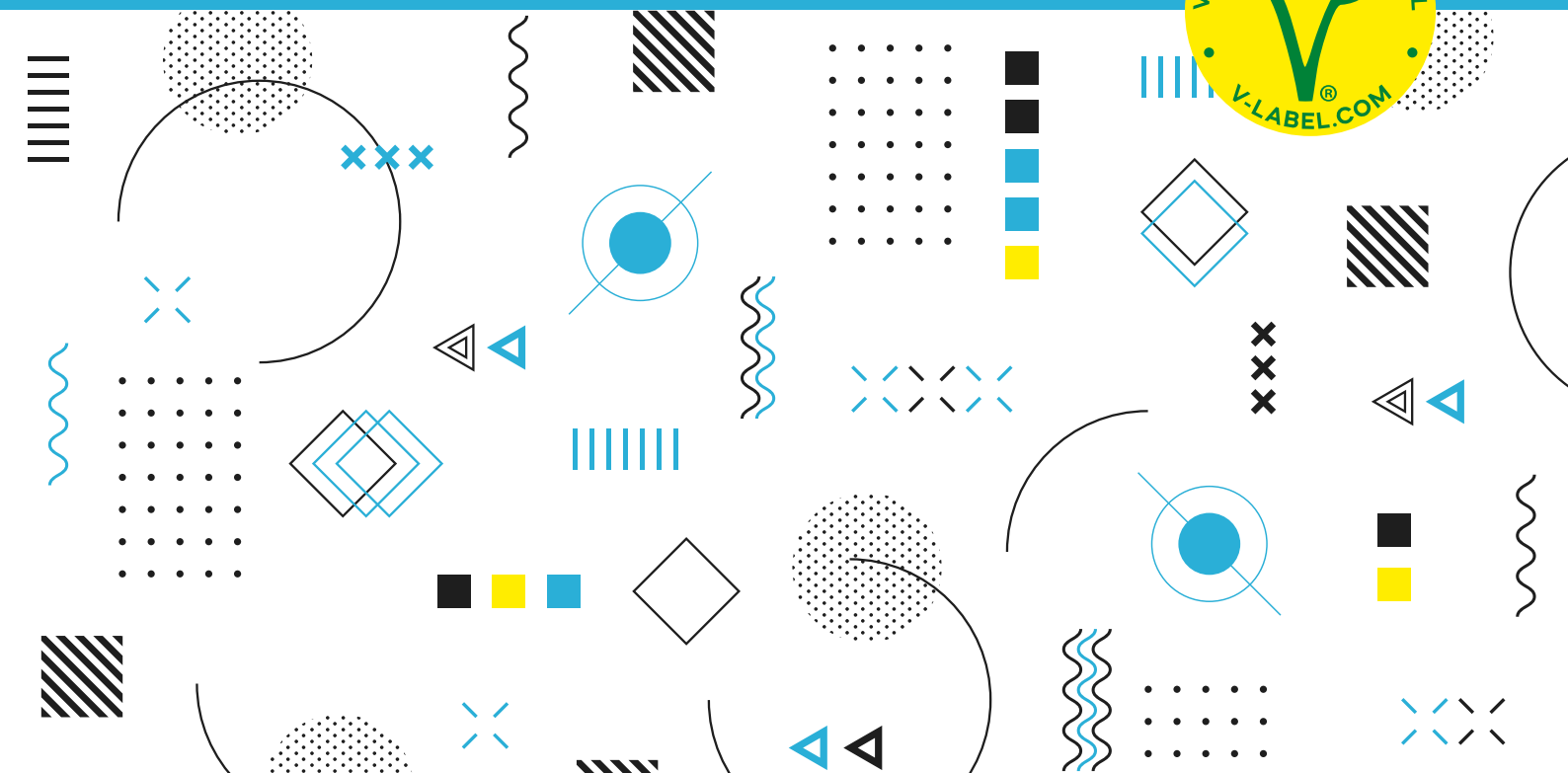




V-LABEL WHITE PAPER

MARKET LEADER FOR PRIVATE LABEL PRODUCTS

World's leading vegan & vegetarian trademark





PART OF THE **V-LABEL INSIDERS** SERIES

In this day and age, we often look for that one piece of wisdom that quality social media or articles can provide. And maybe it's just us, but often, a nudge is not enough. As change-makers, hand in hand with our partner organizations such as ProVeg International, Swissveg or Fundación Vegetarianos Hoy, we want to roll up our sleeves and get into the specifics. If you seek such content, keep your eyes on our White Paper series: something that's written for experts, by experts, and takes you from A to Z in a given niche without losing an inch of your attention.

For more information about V-Label and additional business and consumer insights resources please visit our website.

www.v-label.com/resources



MARKET LEADER FOR PRIVATE LABEL PRODUCTS

More than half of the consumer population is loyal to a store because of its private label selection. In recent years, they've grown in popularity and significance, driving more than 40% of total sales in top European markets. Riding on the trend of sustainability and authenticity, private brands are your ticket to winning 87% of returning consumers. Want them to spot your products at a glance? V-Label is the only vegan and vegetarian trademark working with all major European retailers.

Private labels – both a retailer and consumer favourite

The popularity of private brands has been firmly established: in 2020, private brands made up more than 40% of total sales in top European markets. In 2021, private brands represented an average of 31% of new food products launched across Europe, and even 50% in the UK, McKinsey data show. More importantly, over 87% of consumers opt for private-label items and are willing to shop at different stores for them, according to a 2022 [Forbes article](#). Why? Loyalty. People like what they like.

Back in the day, it was mostly lower prices that drove consumers to store brands. And while consumers still think—correctly—that opting for private brands saves them money, their choice is driven by a combination of factors. First, thanks to the widening of portfolios, shoppers now associate private labels with premium quality.

This happened in the second wave of private labels, when retailers ventured out to launch a range of product lines (vegan, organic, free-from), with improved recipes and increased focus on authenticity, sustainability, and provenance. From Tesco's Finest to Nature's Promise or K-take it veggie, higher-quality private brands have been particularly successful over the past few years, especially those aimed at health-conscious customers.

The third wave was all about showing that through increased branding opportunities. This helped private labels gain traction. With new improved packaging and TV commercials,



they became trendy and far from something we hide at the bottom of our shopping carts.

Retailers are now in a position to drive a fourth private-brand wave based on addressing changing consumer preferences and habits in innovative ways, this [McKinsey 2021 report](#) states. In the coming years, store brands will benefit from shifts in the grocery industry, such as online shopping becoming mainstream, lifestyle considerations (such as health, sustainability, and convenience) driving food demand, and value as top priority.

More than half of the population is loyal to a store because of private labels

All that to say: private labels are key in driving consumer loyalty. McKinsey argues that while the main reason shoppers return to a retailer is its location – whichever is closest to them – other top motivators are value for money and their private brand selection. More than 54% consumers across 10 EU countries said they regularly go to a store if products under their private label lines are of good quality. Best-practice grocers now actively identify unmet consumer needs and then employ agile product-development processes to meet those needs as quickly as possible, another [McKinsey paper](#) shows as the way to leverage the trend.



JOIN LEADING RETAILERS POWERED BY V-LABEL

Lidl: Vemondo

The Vemondo product line brings plant-based options that are non-compromising on taste, ranging from award-winning pizza con salsa to PETA-recommended coconut dessert. As the grocery chain continues to ramp up its vegan offerings, customers can now choose from over 450 products that bear the yellow Vemondo label, from oat-based barista drinks to plant-based spaghetti bolognese and stone-oven vegan margherita pizzas. “With purely plant-based products, we want to appeal not only to vegans, but also be a favourite option for different eating cultures such as flexitarians,” Christoph Graf, Head of Purchasing at Lidl in Germany, said to Vegconomist. Vemondo is a big part of Lidl’s strategy to become a one-stop-shop for mainstream consumers looking for plant-based products. Launched in 2019, the company also revealed that it has offset the carbon footprint of Vemondo products – including production and transport emissions – to make the entire line 100% climate-friendly. They were nominated for Best in Sustainability at the V-Label awards 2021.

Another private label by Lidl that has gained V-Label’s trustworthy certification is Freshona, with a wide range of canned or frozen veggies, fruits, and even coconut milk.



Credits: Lidl



Kaufland: K-take it veggie

From schnitzels, falafels, and sushi to a diverse yoghurt, milk, and spread portfolio, Kaufland's K-take it veggie has been one of the early adopters of the vegan private label trend. The line started in 2016 and has undergone a series of transformations, resulting in 120 vegetarian and vegan products with the V-Label trademark on it, some of them also organic, lactose-free, or gluten-free. If we were to highlight one of the products in particular, K-take it veggie sushi turns an all-time favourite to-go food into a tasty and environmentally-friendly delight. Also, it is affordable for a wide range of people thanks to its highly attractive price and has been a strong contestant in the V-Label awards for those reasons. By the end of 2023, Kaufland intends to expand the range of their plant-based portfolio under K-take it veggie by up to 50%.

Apart from a plant-based private label line, Kaufland has more to offer to a variety of healthy foodies: their K-Bio private label that also proudly holds V-Label's seal of quality, to name one at least.



Credits: Kaufland

Spar: Spar Veggie

From an endless stream of hummus spreads to plant-based sausages or hams, yoghurts, and meat alternatives, SPAR Veggie offers more than 100 meatless products for everyday cooking, snacking, and savouring.

Tesco: Plant Chef

The plant-based Wicked Kitchen range first launched at Tesco in 2018, proving so popular that it was soon doubled. A year later, the chain announced it would increase its vegan range by a huge 837% in a bid to become the plant-based category leader. Launching The Plant Chef vegan line right before the pandemic hit was an important aspect of their success. A few years later, Tesco did get recognized as The Plant Chain of the Year 2022. “In 2021 we launched our own plant-based brand, Plant Chef, in Central Europe and we now have over 100 Plant Chef lines across the three countries,” Tesco announced.



The Plant Chef products are certified by V-Label in the Czech Republic, Slovakia, and Hungary, currently covering ready-to-eat chilled products such as a vegan mushroom burger, vegan beef, coated meat-free nuggets based on soy and wheat proteins, and also frozen products such as vegan ice cream, soy sausages, and ready-to-eat meals like meat-free balls with pasta. The retailer intentionally keeps the prices lower “to democratize the category and remove one of the biggest barriers for customers to buy plant-based,” they told Vegconomist.

Aldi/Hofer: Mein Veggie Tag

Aldi is generally considered a pioneer, constantly growing its private label line of plant-based products. They gained traction and have won several awards, from Best Vegan Grill Product from PETA in 2021 to the most vegan-friendly



supermarket in Germany. A notable example is its 'No-Beef Burgers' that have been relaunched as 'Ultimate No-Beef Burgers'. They now feature pea protein and remain 60% cheaper than Beyond Meat alternatives. Aldi UK entered 2022's Veguary, introducing the first vegan cheese from the retailer after multiple requests from customers. The grocer also launched new ice cream, meat substitutes, ready meals, and bread items in a notable push.

In addition to that, Aldi Germany went a step further than offering only its own vegan range, as it announced a partnership with fellow German name Bettafish in 2021. The collaboration saw more than 4,000 stores throughout the country stock 'TU-NAH' sandwiches.

Migros: V-Love

Swiss retail giant Migros announced the launch of its own brand, V-Love, in the summer of 2020. It started off with a plant-based BBQ range, with plans to develop into an all-encompassing brand for vegan products. According to the World Record Academy, they've been the first supermarket to have developed a plant-based hard-boiled egg. It's called The Boiled, made from soy protein, and the "white" is filled with a vegetable-based, yolk-like substance. The offspring of Migros, certified by V-Label, has become a consumer favourite in just one year. The company continues to focus on the catchy message: No matter how often you eat a plant-based diet or why you do it, V-Love you.



Credits: Migros



Carrefour: Carrefour Sensation Vegetal

It's been 6 years since Carrefour launched Carrefour Veggie to meet changing customer preferences, and nowadays they offer more than a hundred plant-based products. From alt meats to ready-made dishes inspired by classical family cooking to a 100% vegan chocolate mousse that keeps a firm texture, smoothness, and a powerful chocolate taste. Carrefour's private vegan and vegetarian line is 20-to-30% cheaper than existing national brand products, the retailer told Vegconomist. One of their latest innovations is wheat soy steaks with a real grilled taste – a contestant that received the “flavour of the year” award!

Albert: Nature's Promise

From kid's snacks to ecological household products, Nature's Promise is a brand label with many sub-ranges. Nature's Promise Veggie, with soups, spreads, and proteins is one of them. A large part of their portfolio in the Czech Republic carries the V-Label trademark.



Coop: Karma

Launched in 2017, the Karma plant-based label has been key in growing the Swiss retailer's sales. In fact, Coop has seen its sales rise by 14.3% during the pandemic, mainly due to new product development, adding some 350 products to its cut-price line, as well as expanding its organic range and Karma. “There are currently over 1,000 V-Label certified vegan products available in Coop stores. Coop's plant-based range includes over 70 meat substitutes, more than 50 milk alternatives, 30 yoghurt alternatives, and around 20 cheese alternatives,” The European Supermarket Magazine revealed.



Edeka: Vehappy

“With brightly colored packaging and vegetable content, the product line is aimed at all those who want to try new things,” Vegconomist states. German retailer Edeka introduced their vegan product line under the Vehappy private label in 2021. The range targets customers who want to try new products, value sustainable and climate-neutral products, and consider vegan nutrition fun and an essential part of their lives.

The retailer believes it pays particular attention to the origin, content, and taste of all Vehappy products to ensure that it lives up to its commitments: oats, soy, and almonds used in the products come from Europe and are gently processed without using chemicals or additives.



Credits: Edeka

Penny: Food for Future

PENNY was the first German discounter to introduce a vegan cross-product group private label in 2020 with Food For Future. Currently, the offer includes 30 items. Being part of REWE Group, PENNY’s “Food for Future” range of vegan products came out on top in the “Best Own Brand” category by PETA Vegan Food Awards.

Rewe: Rewe bio +vegan

Apart from driving plant-based-conscious consumers loyally into the store, REWE Bio + vegan has another purpose – it’s been completely climate neutral since September 2021. “All articles are certified organic and thus meet high standards



of environmental and climate protection,” says Peter Maly, divisional board member, REWE Group. The REWE Group was one of the big winners at the PETA Vegan Food Awards 2021, triumphing as the Most Vegan-Friendly Supermarket.

Billa: Vegavita

The playful Vegavita brand currently offers about 90 different items, from hummus to tofu to frozen goods including ice cream, fruit gummies, as well as rice and almond drinks. The retailer tries to produce its products organically and locally in Austria, favouring local producers: Vegavita Tofu is made from Austrian soy – cultivated in Burgenland.





DM drogerie markt: Dmbio

With over 2,400 vegan products in DM overall, the plant-based portfolio accounts for 16% of the drugstore chain's overall selection. Many of them are branded by DM Bio, DM's private label – sausages, seitans, as well as trending Jackfruit Natur, are just a few of those.



PRIVATE LABEL PRODUCTS FROM THE FOLLOWING RETAILERS ALSO PROUDLY CARRY V-LABEL. TO FIND OUT MORE PLEASE GET IN TOUCH TODAY.

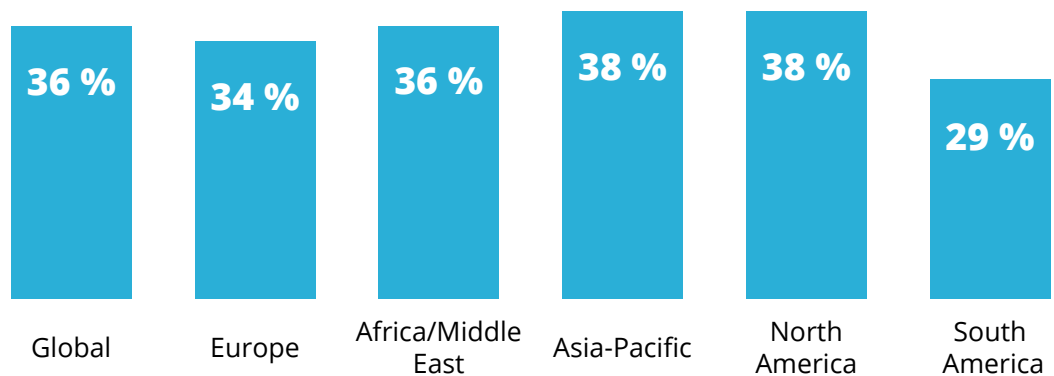
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- Casino
- Auchan
- Intermarché
- Leclerc
- Franprix
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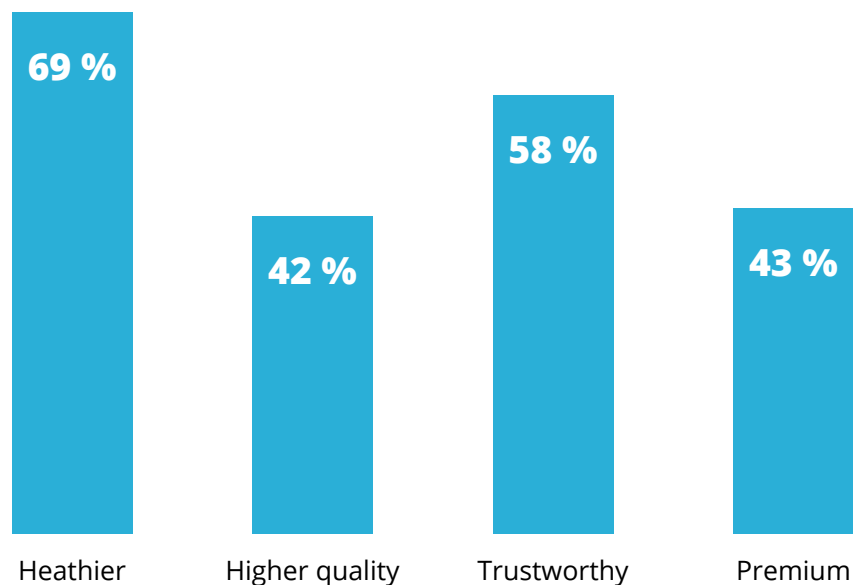
GLOBALLY RECOGNIZED

Established 25 years ago in Switzerland, V-Label has earned a leading place in confirming the quality of vegan and vegetarian products and services. With V-Label, you have a single certification, highly recognized across markets. From Berlin to Buenos Aires, the eye of a conscious consumer can hardly miss the yellow rising amongst green and earthy colors.

The proportion of consumers who say that they have seen the V-Label symbol on food and drink products*:



Elevate your brand perception with V-Label! Consumers* associate V-Label with:



*According to findings from international consumer surveys conducted by FMCG Gurus in April 2022.



GET IN TOUCH TODAY

Transparency is in our DNA. If you have any questions about V-Label, schedule a free call now.



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SCHEDULE A FREE CALL

GET CERTIFIED

Ready to increase the visibility of your vegan and vegetarian products? With V-Label, customers will be able to identify your products as vegan or vegetarian at a glance – thus earning their trust without hesitation, double-checking or second guessing the product's quality.



INTERNATIONAL V-LABEL AWARDS



World's leading
VEGAN & VEGETARIAN
trademark

awards.v-label.com



ABOUT V-LABEL

Across the globe, more than 50,000 products from more than 4,300 licensees now carry V-Label.

V-Label is an internationally recognised, registered seal for labelling vegan and vegetarian products and services established in Switzerland in 1996. It is a reliable, go-to shopping guide for consumers.

With more than 25 years of experience labelling products and engaging experts in quality management, food technology, chemistry, cosmetology and marketing, we are the frontrunners of a global movement. As such, we cooperate with businesses, retailers, consumers, and campaigners.

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