Consumer Usage and Perception of Private Label Brands in India.



September 2026

Delhi NCR • Mumbai • Kolkata • Bengaluru • Chennai

100	5	25-45
Respondents	Cities	Age Group

India Consumer Pulse

Powered by **Median**



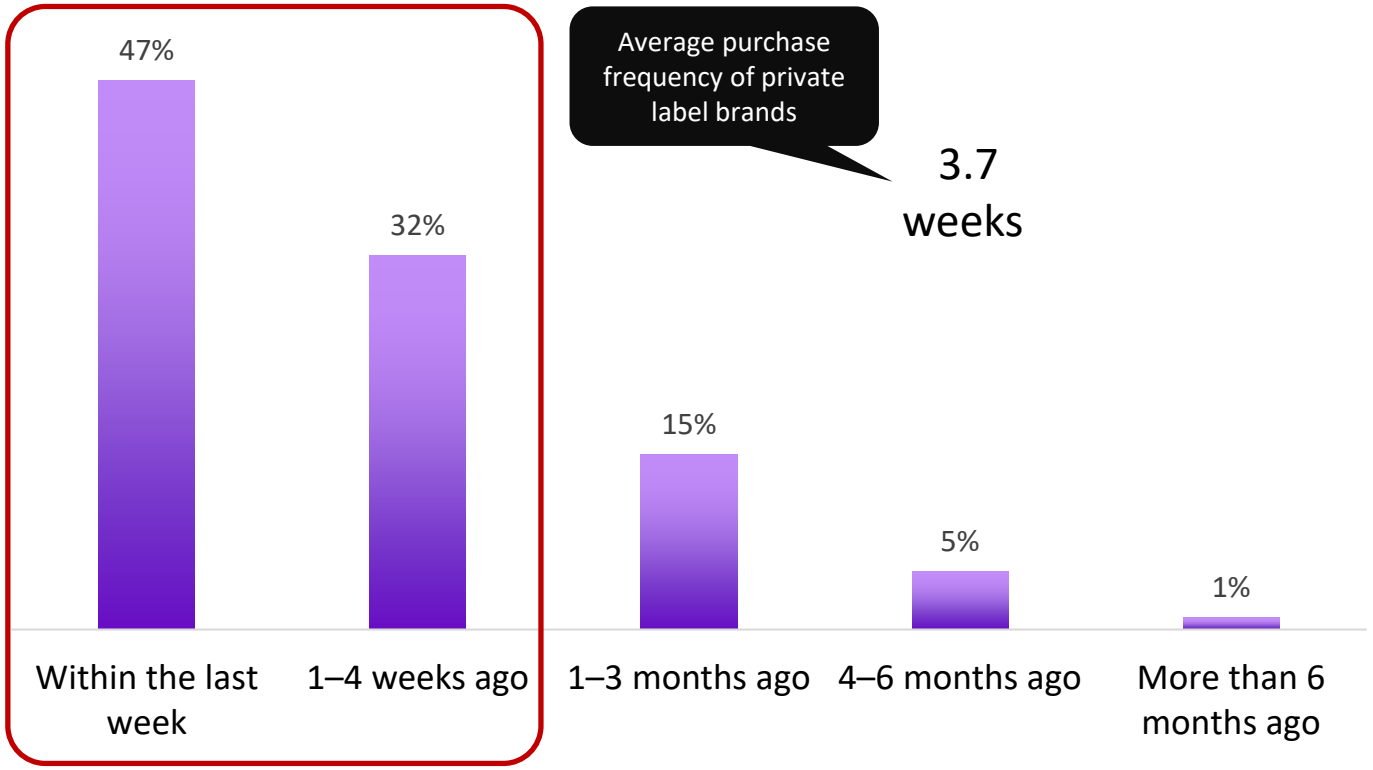
Executive Summary...Continued

The study, based on **100 consumers across five cities**, explores familiarity, acceptance, perceptions, purchase behaviour, barriers, satisfaction and future switching potential for private-label brands.

- Strong private-label momentum: 74% of consumers identify food/grocery as a purchased private-label category, while overall familiarity and usage indicate growing exposure to private labels
- Value is the key proposition: Private labels score strongly on value for money (4.47/5), with safety, trust and availability also rated positively versus national brands.
- Price expectations remain meaningful: Against a ₹100 national brand, the acceptable private-label price averages around ₹87 Most consumers cluster around the ₹80–94 range.
- Quality can unlock switching: 74% cite better quality as a factor that would make them more likely to purchase private labels, followed by lower price (46%) and better packaging (34%).
- Key barriers are availability and trust: Poor availability (40%), limited variety (31%) and quality concerns (28%) are among the main reasons consumers may avoid private labels.
- Positive future intent: 68% say they are likely to purchase a private-label product on their next shopping trip, while the recommendation NPS stands at +56.Retailer reputation matters: 97% consider retailer/platform reputation important, reinforcing the role of retailer trust in private-label adoption.
- The strongest strategic message from the study is: consumers appear willing to switch to private labels when quality is credible, and the value proposition is clear.

The findings indicate that consumers are increasingly receptive to private labels, with value, quality and retailer trust emerging as central to consideration, while availability, product variety and confidence in quality remain important barriers.

Last Purchased Private Label Brands

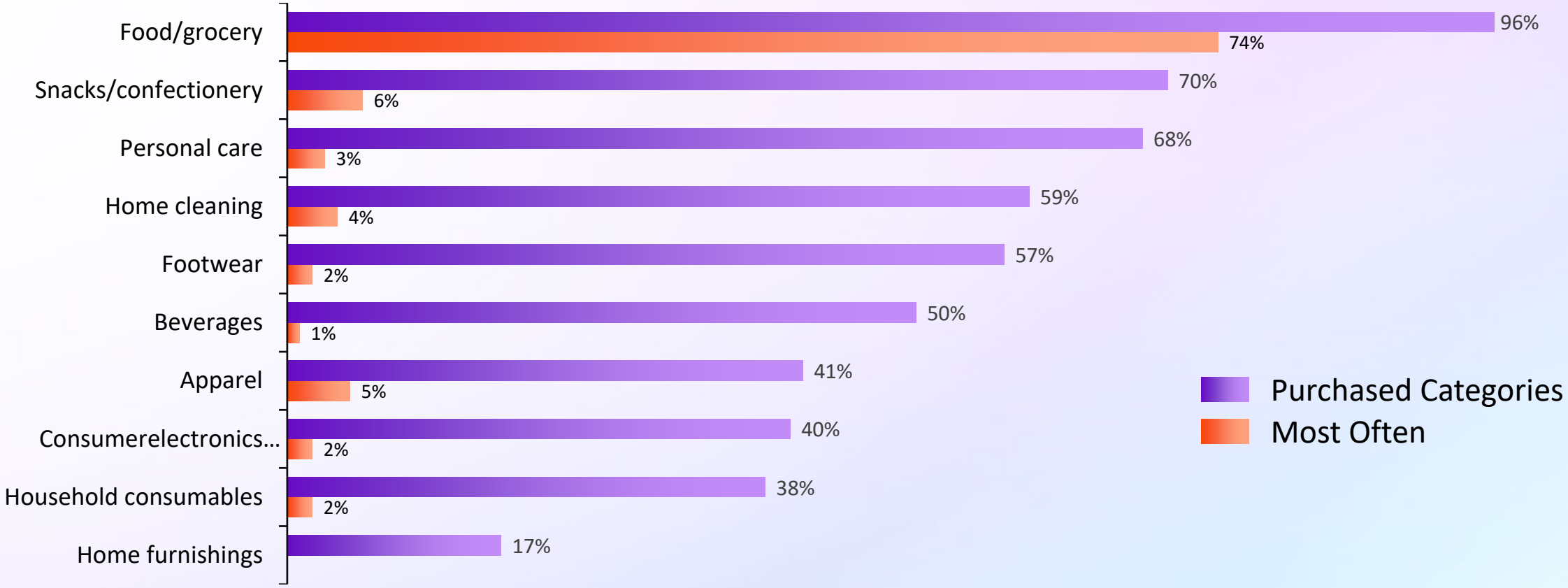


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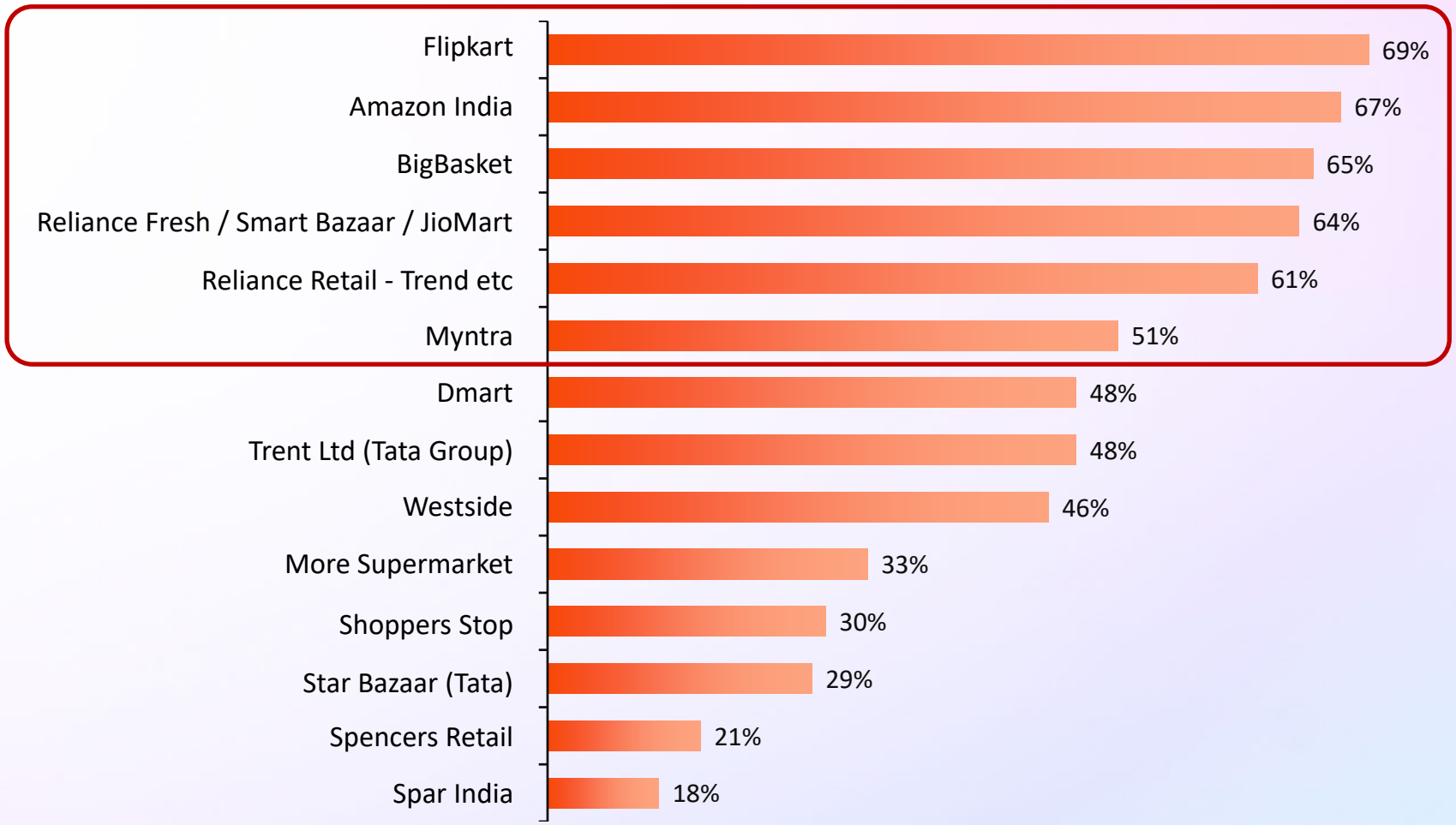
Familiarity and Private Label Brands Purchase

Purchased Categories



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Familiarity of Private Label Brands

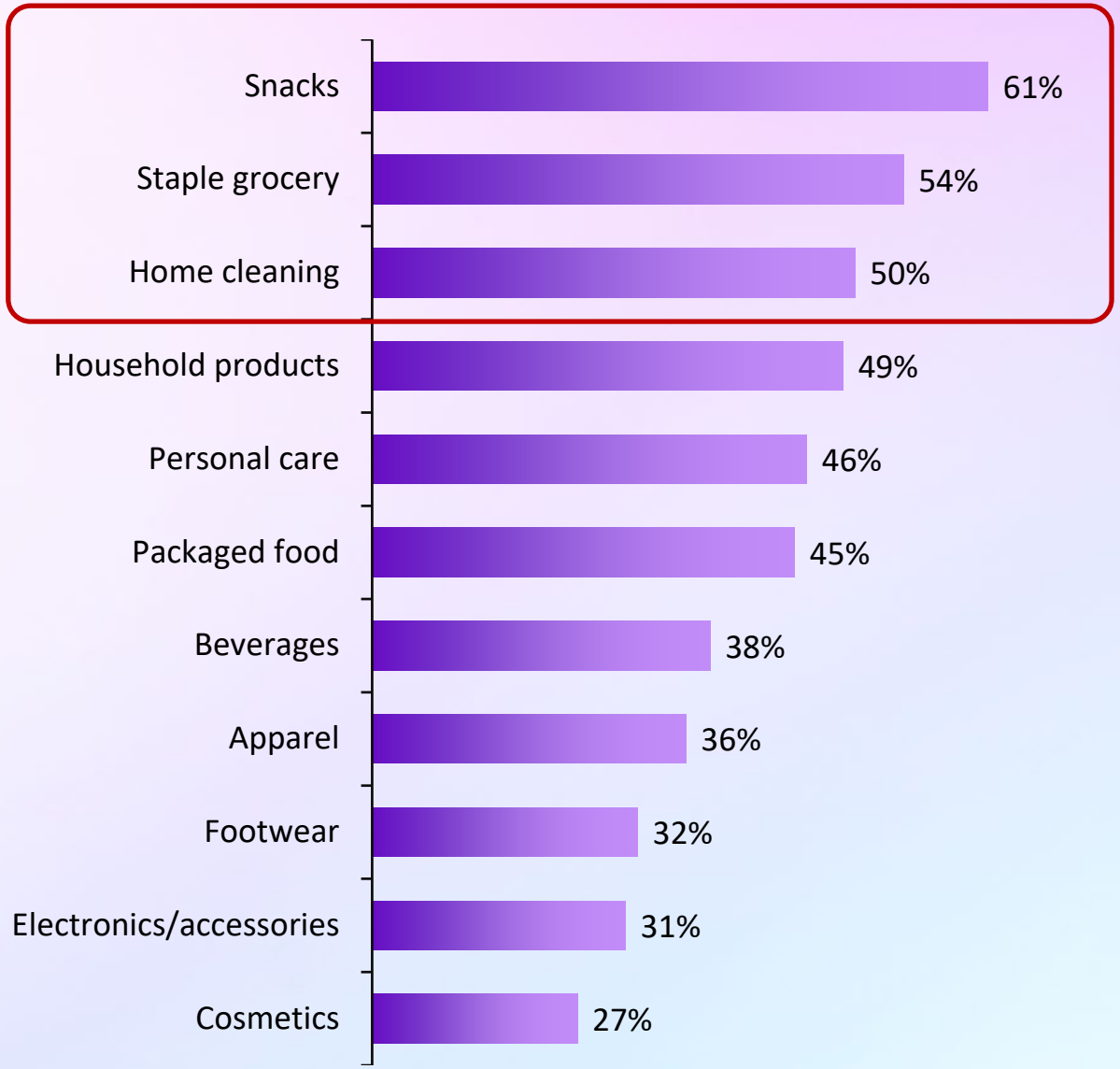


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TOP BOX (5)

Acceptability Private Label Product Categories

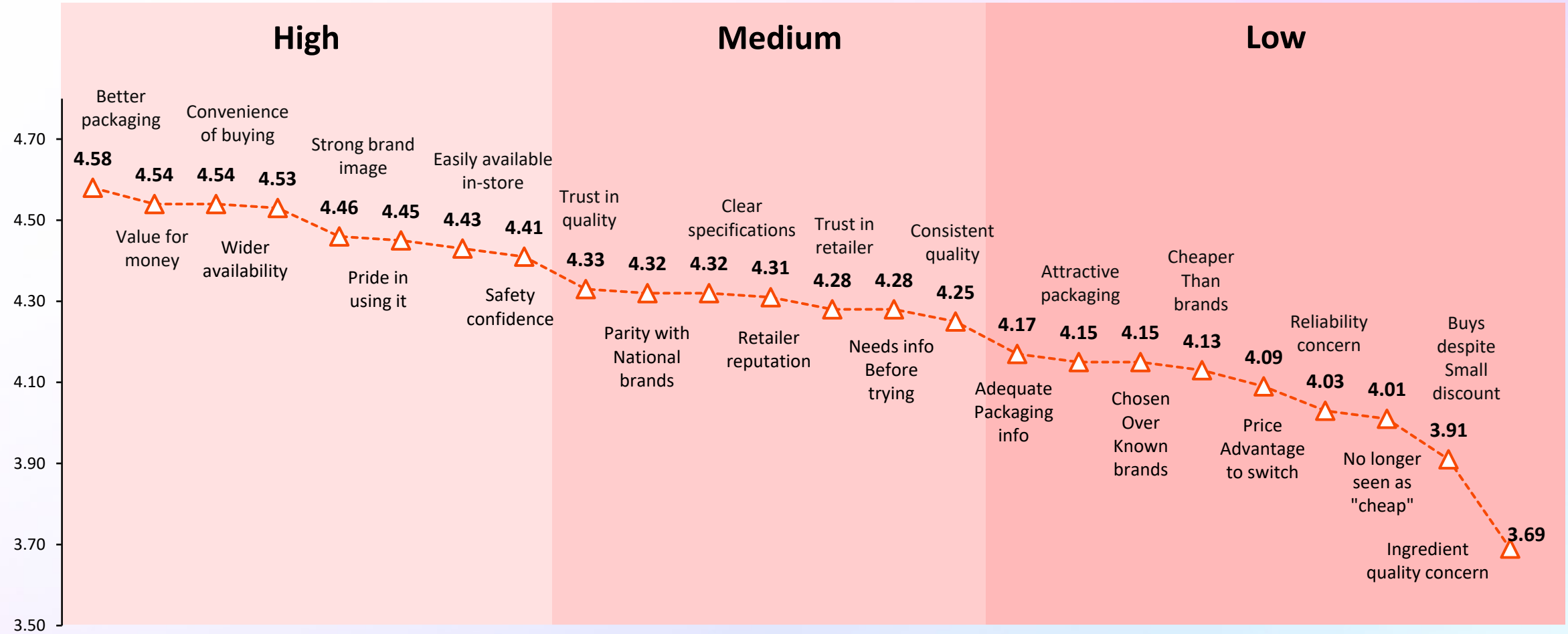




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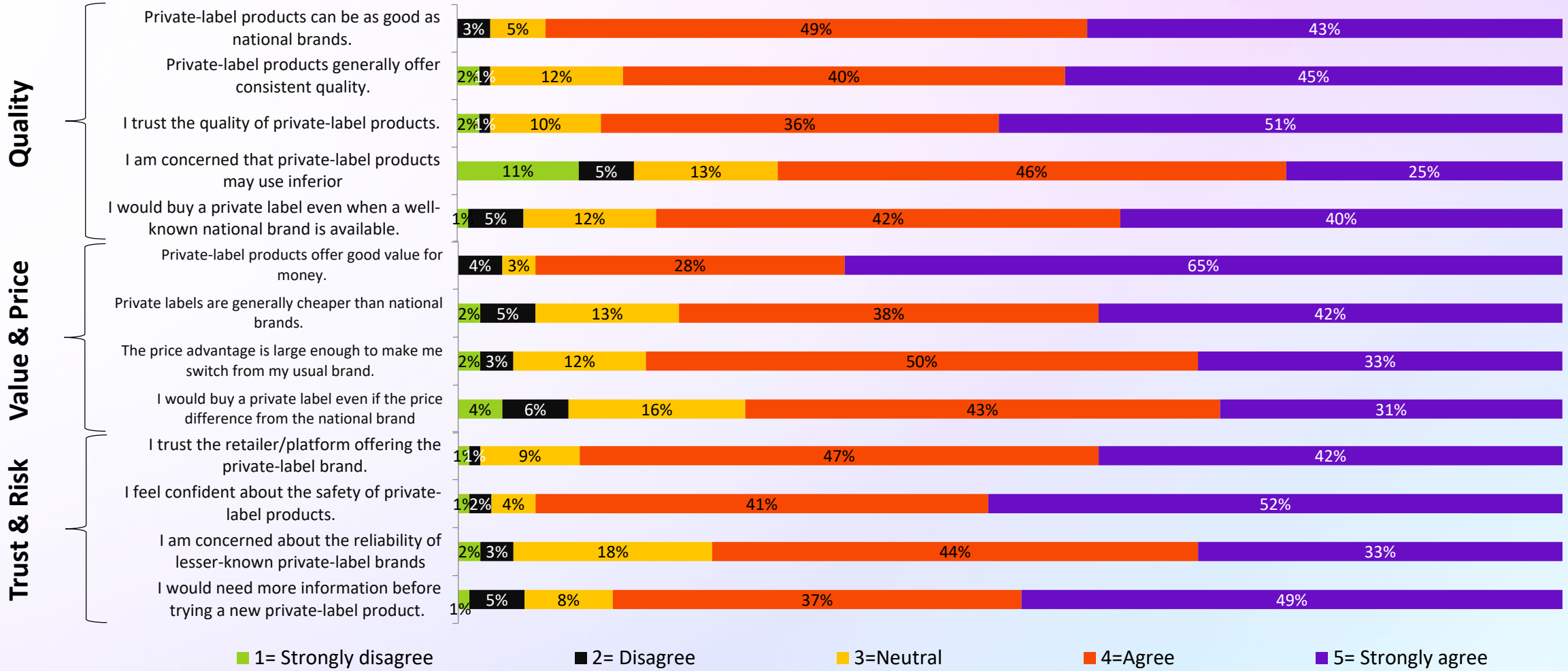
Accepatability Private Label Product Categories



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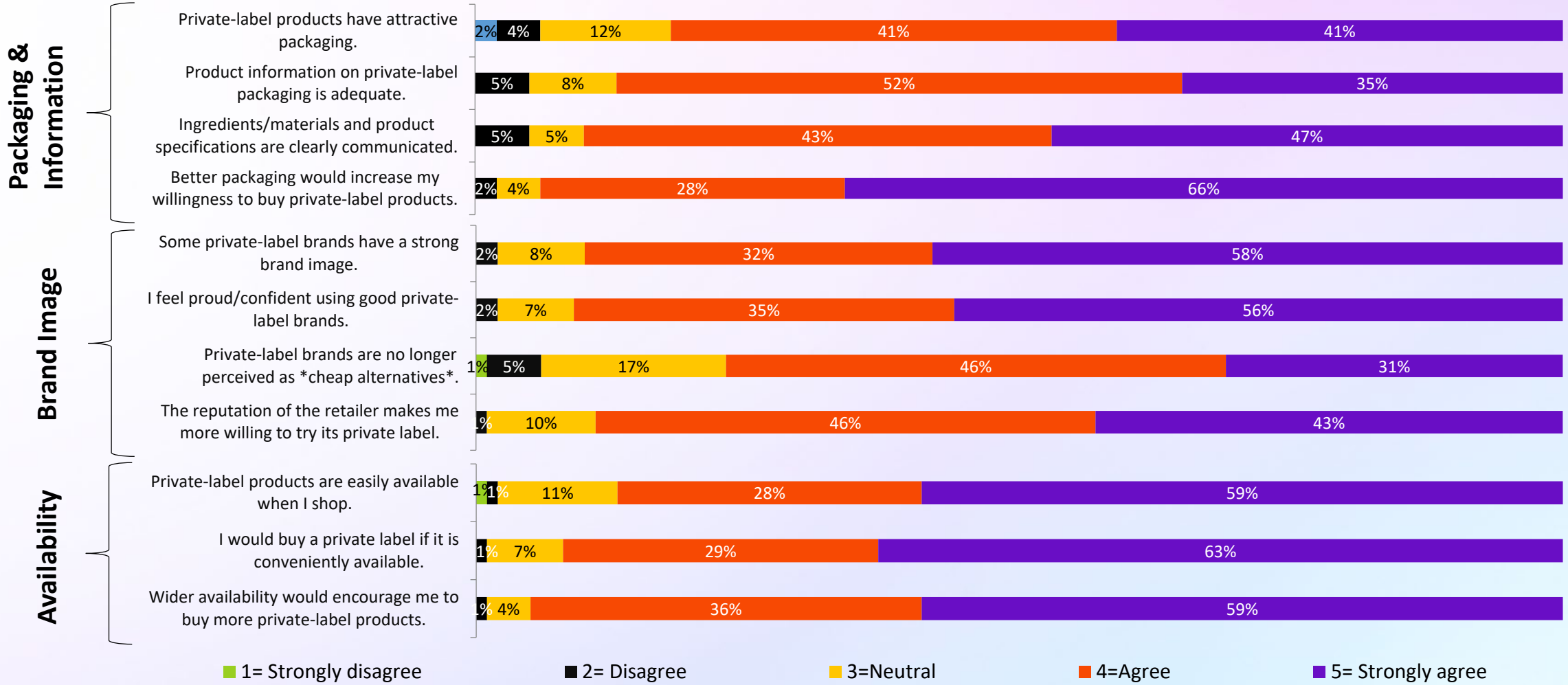
MEAN SCORE

Perception on private label brands.....1



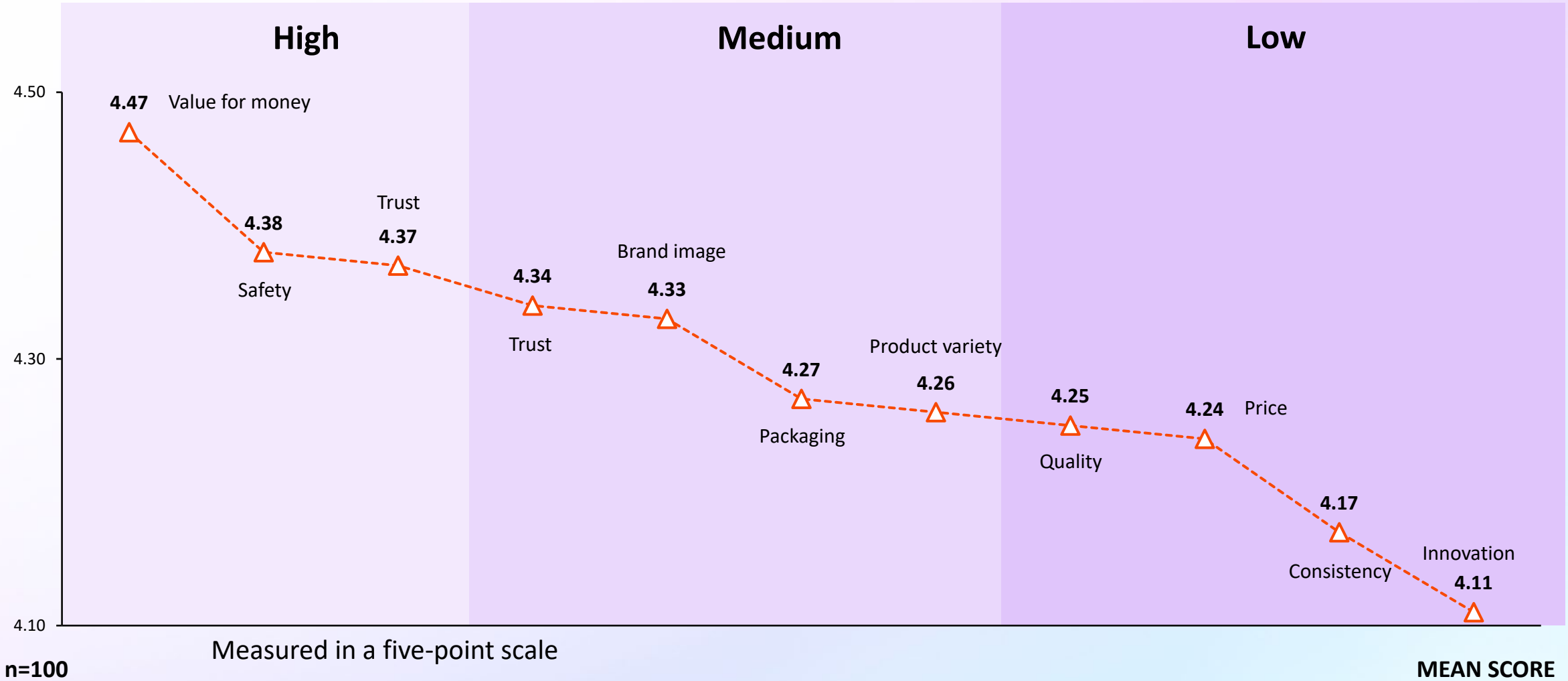
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Perception on private label brands.....2



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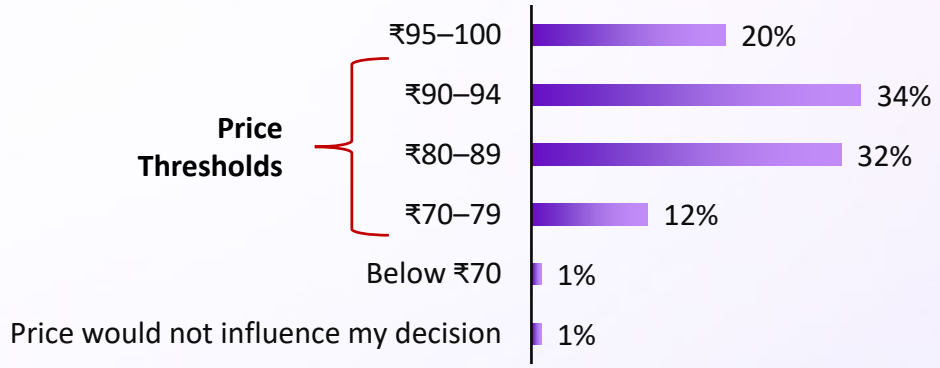
Rating of Private label brands against National level brands



Pricing Acceptability:

Established Branded Product Vs Private Label Branded Product

Consider to purchase a comparable private-label product



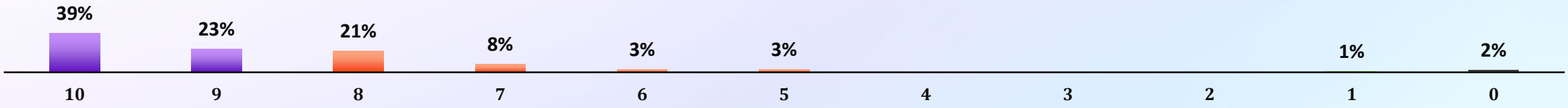
Acceptable Price

₹ 87.46

Usual national/established brand costs ₹100



Likely to SWITCH Brand: Private-label product offered the same quality as Regular Brand



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Top 5 Factors to make MORE LIKELY to purchase Private Label Brand Vs NOT LIKELY to purchase Private Label Brand

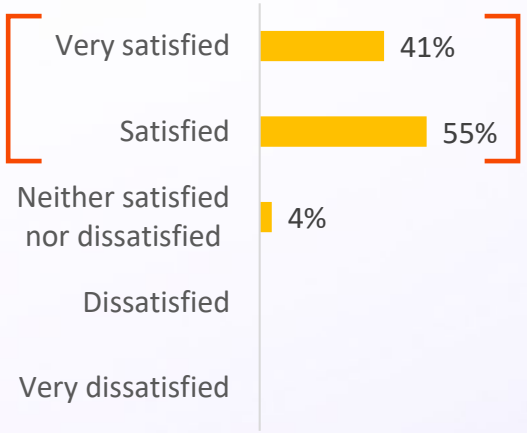
Factors: More Likely To Purchase		Factors: Not Likely To Purchase	
74%	Better quality	40%	Poor availability
46%	Lower price	31%	Limited product variety
34%	Better packaging	28%	I don't trust the quality
29%	Quality guarantee	23%	Concern about safety/Packaging looks inferior
26%	Greater availability	22%	Negative previous experience

VS

n=100

Satisfaction, Performance and Likeness to next purchase Private Label Product

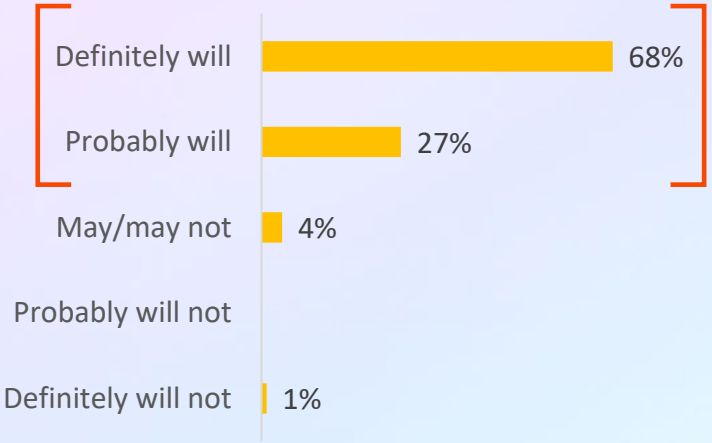
Satisfaction with Private Label Products



Performance: Private Label Products

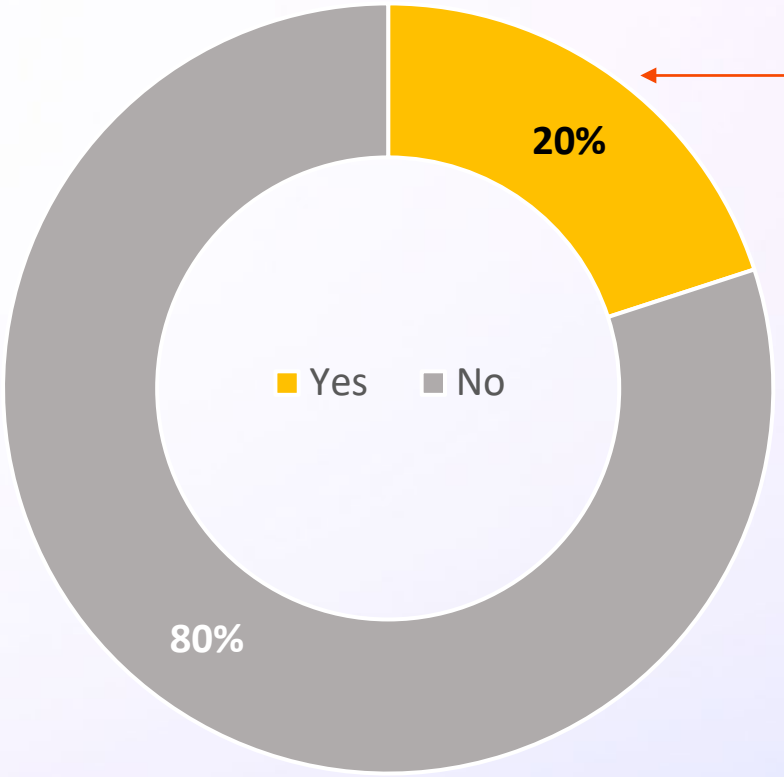


Likeness to purchase Private Label Product in next shopping trip



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Experiencing Problem with Private Label Product



Issues with Private Label Products

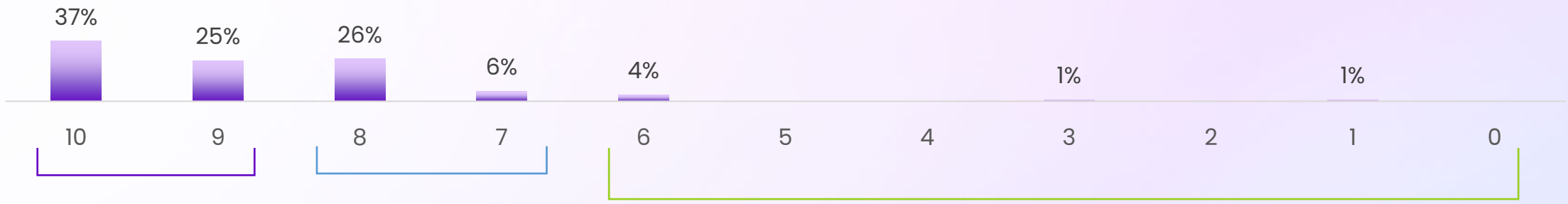
- *"Fake Products / Falls Claims on ingredients"*
- *"Delayed delivery spoils the products and causes unwanted replacements"*
- *"Lack of varieties"*
- *"Non availability of products"*
- *"Product quality is not at par"*

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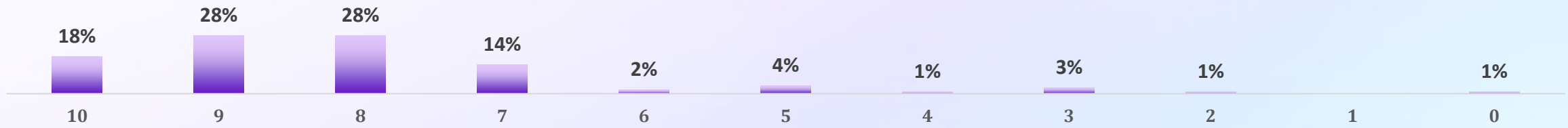
Recommending Private Label Products and Likeliness to replace regular Products with Private Label Products

Likely to RECOMMEND a Private Label Products

NPS Score – 56%



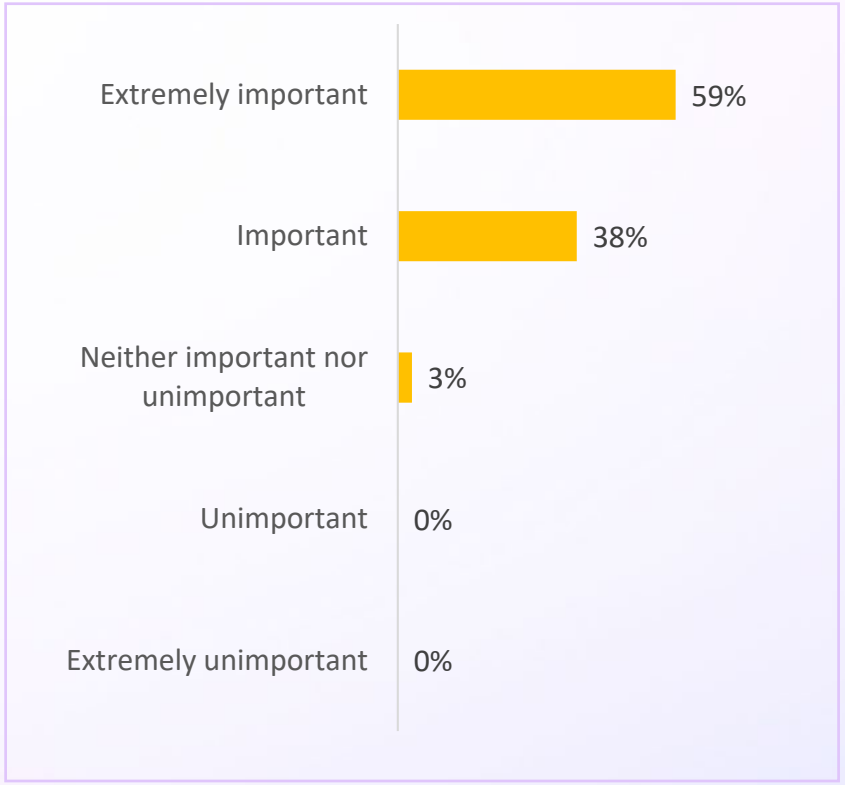
Likeliness to replace regular Products with Private Label Products



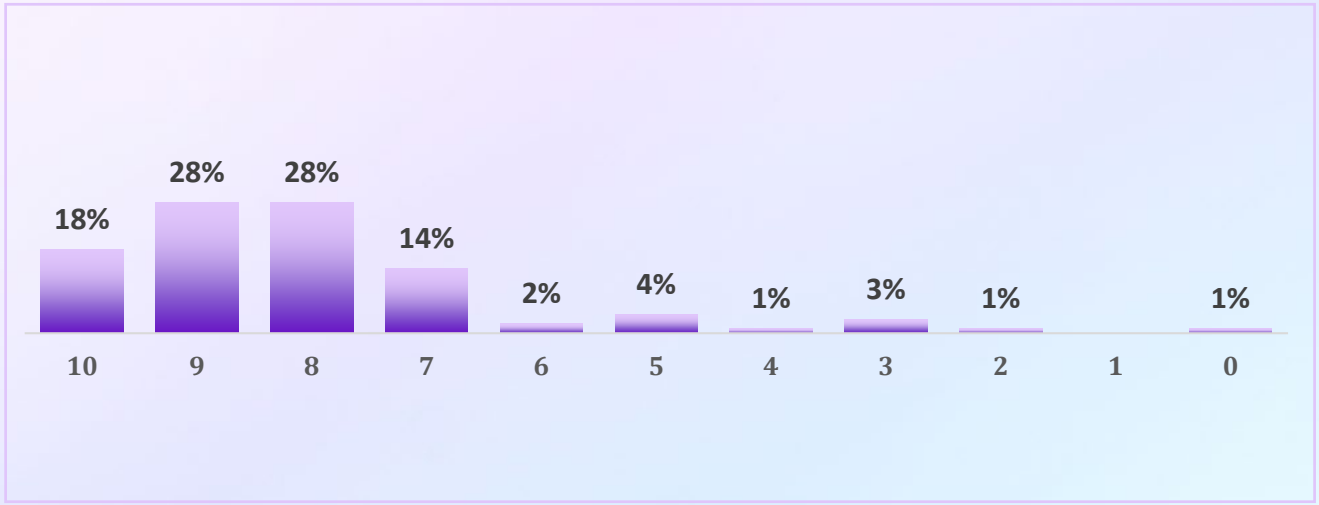
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Retailer/platforms reputation to deciding to purchase Private Label Products

Retailer/Platform influencing to make decision to purchase Private Label Brand



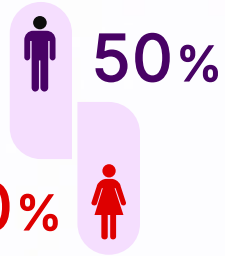
Likeliness to try Private Label Products through recommending by preferred retailers



n=100

Whom we met

Gender



Age

36-45 years	49%
25-35 years	51%

Socio - economic classification

79%	SEC A
21%	SEC B

Gross income for the past month

1%	Less than Rs.25,000
36%	Rs.25,000- Rs.49,999
49%	Rs.50,000- Rs.99,999
14%	Rs.1,00,000- Rs.1,99,999

Average income – **Rs. 71,739/-**

Current occupation

54%	Employed with a Private Company
1%	Employed with Government Organisation
62%	Employed with a Private Company
9%	Self Employed professional
1%	Businessman with 10+ employees
9%	Businessman with 1-9 employees
17%	Businessman with No employees
1%	Entrepreneur

Education

6%	Post Graduate -Professional (M.E/M.Tech/MD/M.B.A.)
25%	Graduate -Professional (B.E./B.Tech/MBBS /LLB)
11%	Post Graduate -General (M.A., MSc, etc.)
57%	Graduate General (B.A., B. Sc. etc.)
1%	Some College but not graduate

n=100



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