Grocery shoppers who prefer private label beat out their name-brand-loving counterparts in Walmart visitations by 84%.

Whole Foods Market visits showed a 19% increase compared to the previous month.

Both private-label and name-brand shoppers visit Costco at the same rate and spend the same amount of time shopping at the store.

Ironically, shoppers who indicate they prefer shopping for name brands versus private label were 3x more likely to visit Trader Joe's for their provisions.

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Feast on these stats! You ain't seen stuffing yet.

Turkey Day is almost here, let's take a peek at consumers' habits and attitudes in preparation for their feast!

Contact us now: solutions@mfour.com or call 714-754-1234.

Data witnessed November 2022.

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