

# Private Label Is in Your Category. Are You Tracking It?

How to Spot Private Label Expansion Before It Hits Your Sales Data



**JBL**



**BUSH**



# Introduction

Private label is a fast-growing competitor most brand managers aren't tracking closely enough. It enters at the low end of a category, builds distribution and by the time it shows up in sales data, it's already well established.

This guide covers how category and brand managers stay ahead of it: what to monitor, how often, and what to do when you see it moving.

**4.4%**

**Private Label  
Growth in 2025**

**24%**

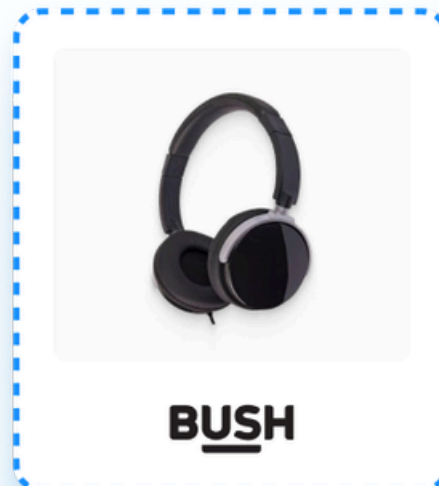
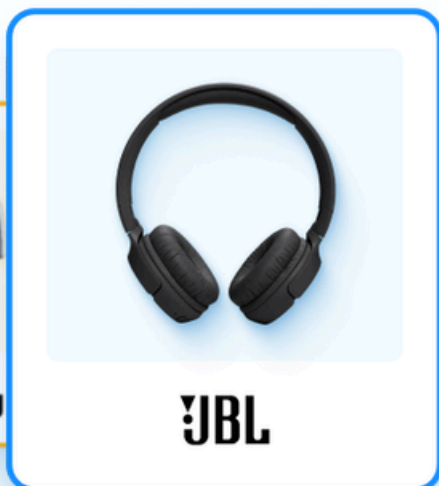
**Private Label  
Unit Share**

**\$330B**

**U.S Private Label  
Revenue in 2025**

**2.5x**

**Private Label Growth vs.  
Branded, Globally**



# The Real Problem

## 01 It starts below your price tier, then moves up.

Retailers like Amazon, Best Buy, and MediaMarkt test private label at the entry-level price band first, then use customer data to expand upmarket. By the time most brand teams notice, it's established across multiple price tiers and accumulating reviews.

## 02 Online retail removes the physical shelf constraint.

On-shelf space is finite. Digital shelf space isn't. A retailer can list new private label SKUs in your category overnight, and it shows up in your coverage report before it shows up in your sales data.

## 03 Price trends are a symptom, not a diagnosis.

Average selling price declining 3% this quarter tells you something is happening. It doesn't tell you whether a retailer has dropped a private label SKU into your price tier, or whether your coverage rate is slipping relative to the category.

## 04 The quarterly business review is already too late.

When private label expansion appears in your QBR data, the retailer has already made the ranging decision. The window to influence it with competitive pricing evidence and category data closed weeks ago.

# What This Looks Like in Practice

## Without Market Intelligence

- ✘ Revenue is down in a price tier but internal data doesn't show why.
- ✘ Team sees something is eating into share but named brand prices haven't moved.
- ✘ No external data to bring into the retailer conversation.
- ✘ Category review happens. The retailer confirms a private label expansion that's been live for weeks.
- ✘ Brand responds reactively with a promotion. Margin takes a hit.

## With Market Intelligence

- ✔ New-on-Site alert flags new private label SKUs in your price tier.
- ✔ Coverage by Brand report shows how quickly private label is spreading across price points.
- ✔ Price Banding report tells you whether your tier is compressing and by how much.
- ✔ Review velocity data tells you whether a new entrant is testing or rolling out at scale.
- ✔ Category manager walks into the retailer conversation with evidence, not suspicion.
- ✔ Brand gets ahead of the ranging decision rather than responding after it's made.

- i** **The competitive threat doesn't change. What changes is how early you see it coming.** Category managers who walk into retailer conversations with coverage data and price tier evidence get to influence the outcome. Those who don't are responding to decisions already made.

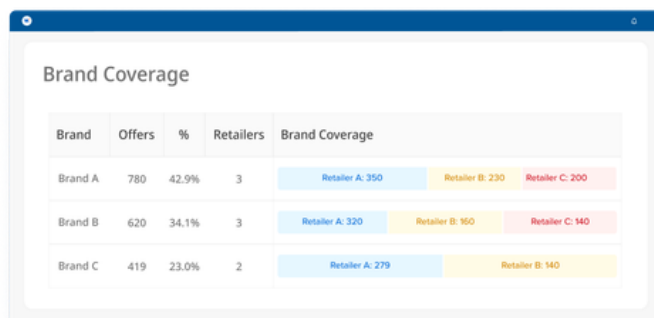
# Four Responses

The right response depends on where private label is entering and how fast.

Here are four options and the reports available in Wisier's Market Intelligence that make each one executable.

## Monitor Category

Know which price tiers are being entered, at which retailers, and how fast coverage is building, before private label takes market share away from you.



Brand	Offers	%	Retailers	Brand Coverage
Brand A	780	42.9%	3	Retailer A: 350 Retailer B: 230 Retailer C: 200
Brand B	620	34.1%	3	Retailer A: 320 Retailer B: 160 Retailer C: 140
Brand C	419	23.0%	2	Retailer A: 279 Retailer B: 140

### MI REPORTS THAT ENABLE THIS

Coverage by Brand

New-on-Site Alerts

History report

Price Change Alerts

## Defend Your Price Tier

When private label compresses your tier, recovering position is expensive and slow. Price banding and average price data tells you when to respond and how.



Brand	Retailers	Offers	%	Brand Average Price
Brand A	2	4	£1,599	
Brand B	8	364	£1,372	
Brand C	5	19	£1,563	

### MI REPORTS THAT ENABLE THIS

Banding report

Average Price by Brand/Retailer

Price Matrix

Base 100 report

# Four Responses

## Build the Retail Narrative

Retailers make ranging decisions with or without your input. Coverage data, price tier trends, and assortment evidence give you something concrete to bring to buyer and merchant conversations.

Retailer	SKU 1	SKU 2	SKU 3
Retailer A	\$788.93 4.98 (540) 1 day	\$795.99 4.13 (210) 5 days	\$799.99 4.55 (318) 2 days
Retailer B	\$900.00 4.20 (372) 7 days	\$876.97 4.90 (110) 1 day	\$855.95 4.23 (183)
Retailer C	\$850.69 4.30 (134)	\$730.55 4.50 (273)	\$832.00 4.70 (230) 3 days

### MI REPORTS THAT ENABLE THIS

WiseCard

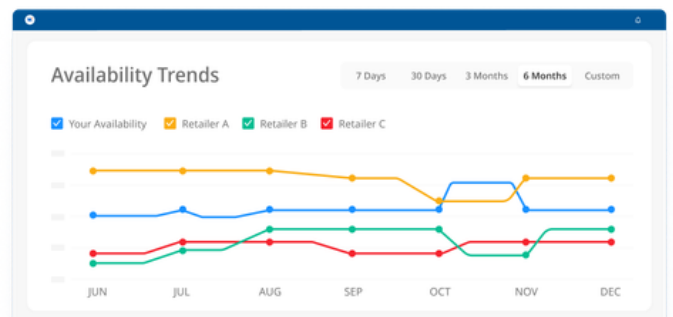
Coverage by Retailer

Promotions report

Reviews report

## Find the Whitespace

Identify price points and formats private label hasn't entered yet. Getting there first is easier than winning back ground after the fact.



### MI REPORTS THAT ENABLE THIS

Coverage by Brand

History

New-on-Site Alerts

Segment-level assortment tracking

**i** You can't do any of the above without continuous category monitoring. It's the foundation for everything else.

# Building a Steady Market Intelligence Practice

**Market Intelligence delivers its strongest value when it becomes a regular habit.**

The cadence below reflects how experienced teams fold Wisier's Market Intelligence tools into their planning and review cycles, keeping them ahead of category changes.

## WEEKLY - STAY ORIENTED IN THE CATEGORY



Scan top-level category shifts using **Banding** or **Coverage** to understand who is gaining or losing assortment presence.



Check **Price Change Alerts** for meaningful competitive moves requiring a response from Sales or Merchandising.



Review **New-on-Site alerts** for first appearances of Private Labels or new entrant SKUs at key retailers.

## MONTHLY - UNDERSTAND POSITIONING AND TRENDS



Evaluate category price health through **Base 100** and **Price Distribution** — is the category inflating, deflating, or compressing?



Identify SKU-level winners and laggards, especially in **hero product lines or seasonal ranges**.



Review **retailer assortment** behaviour: which channels are expanding PL depth, and in which price tiers.

# Building a Steady Market Intelligence Practice

## QUARTERLY - PREPARE FOR REVIEWS AND PLANNING



Compare your **brand's coverage** and **average price** to category movement — use MI as the external lens your internal data lacks.



Spot sustained shifts in **competitor strategy**: new price tier entries, assortment redesigns, growing Private Labels footprint.



Build the **WiseCard** or **coverage summary** that goes into your buyer meeting or QBR preparation.

**i** A **repeatable routine** keeps your team aligned with category shifts before they become internal performance problems.

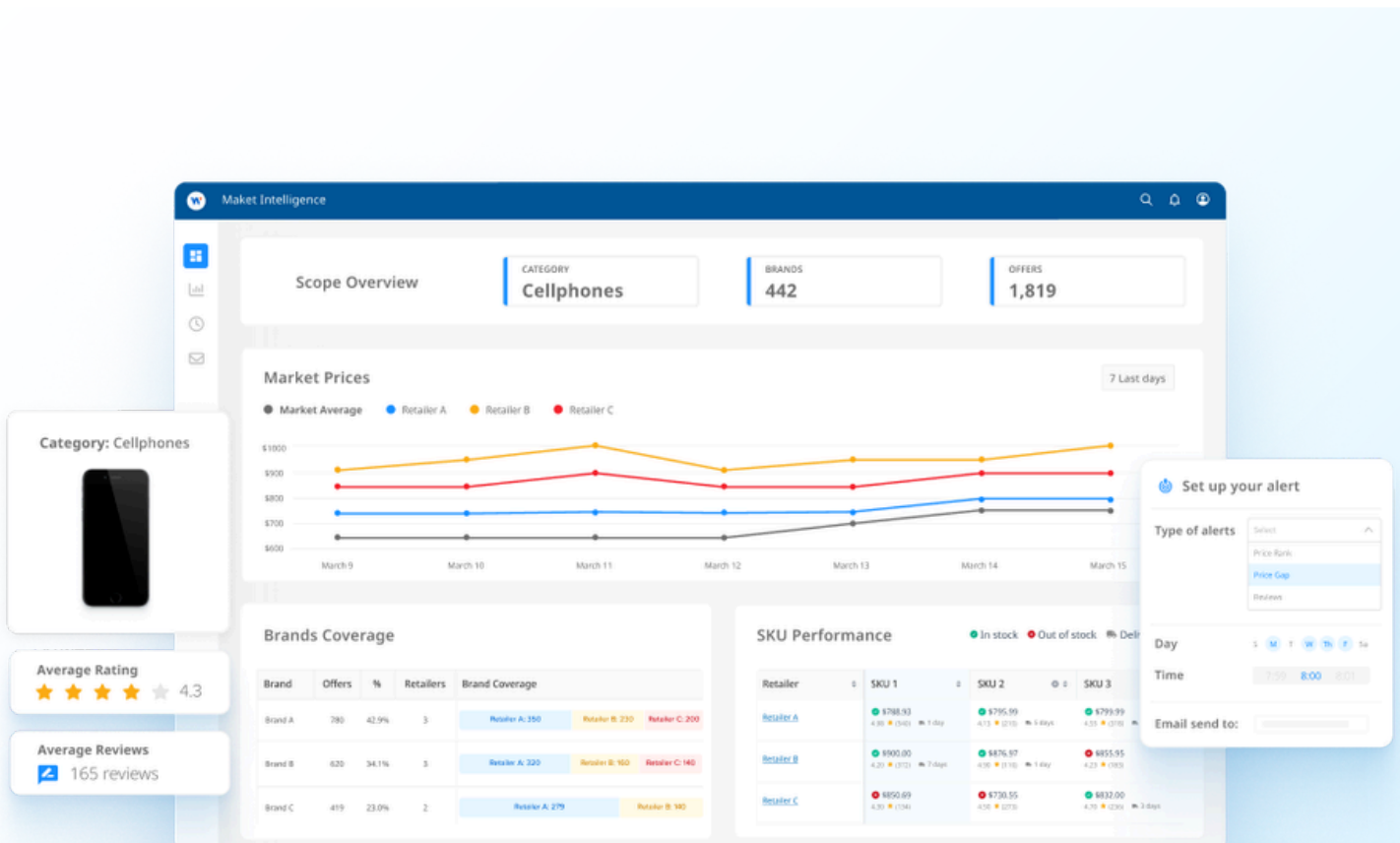


# See Private Label Entering Your Category Before It Takes It Over.

Wiser **Market Intelligence** gives brand and category managers continuous visibility into the **competitive shifts** that matter — by price tier, by retailer, by SKU.

## What you get with Wiser MI:

- ✓ **Daily coverage** tracking by brand, retailer, and price tier.
- ✓ **New-on-Site** and **Price Change alerts** for rapid competitive signals.
- ✓ **Banding, Average Price,** and **Base 100** reports for category positioning.
- ✓ **Reviews report** to track brand influence and shopper sentiment shifts.
- ✓ **WiseCard** for retailer-ready category summaries.





## About Wiser Solutions

Wiser equips brands and retailers with real-time intelligence to win the crucial moment when shoppers decide to buy.

With visibility across **10 billion products** and **130,000 e-commerce pages**, you react first to price changes, availability issues, and competitive moves, to guide the shopper journey and capture more sales.

**Trusted by 750+ customers worldwide, Wiser turns data into decisive action.**

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