


# wiser® Price Trends: Branded vs. Private Label

Wiser analyzed prices in the **PERSONAL CARE category** on January 27, 2024, comparing branded and private-label products across retailers. Explore the insights below.

## 3-Pack & 4-Pack Women's Disposable 3-Blade & 4-Blade Razors

Walmart 4-Pack (Private Label)	\$3.67
Target 4-Pack (Private Label)	\$3.89
Rite Aid 4-Pack (Private Label)	\$4.49
Bic Soleil Bella 4-Pack	\$5.17
Walgreens 3-Pack (Private Label)	\$5.49
Shick Skintimate 4-Pack	\$5.97
Kroger 3-Pack (Private Label)	\$6.49
Gillette Simply 3 4-Pack	\$6.78
Venus 3-Pack	\$6.94

\*Private-label products from other retailers are included for reference only and are not sold by the referenced retailer.


Branded product prices collected from: 

## Medium-Range Soft 2-Pack Toothbrushes

Walmart 2-Pack (Private Label)	\$1.98
Kroger 2-Pack (Private Label)	\$3.69
Walgreens 2-Pack (Private Label)	\$3.99
The Humble Co 2-Pack	\$3.99
Rite Aid 3-Pack (Private Label)**	\$4.19
Sensodyne 2-Pack	\$6.49
Kroger 3-Pack (Private Label)	\$6.49
Oral-B 2-Pack	\$7.99
Colgate 2-Pack	\$8.79

\*Private-label products from other retailers are included for reference only and are not sold by the referenced retailer.

\*\*Pack size benchmarks can vary when the same pack size isn't available.

Branded product prices collected from: 

**Want more insights?** This is one in a series of pricing analyses we'll be sharing over the next few weeks. If you'd like to continue receiving these updates, let us know:

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