

wiser® Price Trends: Branded vs. Private Label

Wiser analyzed prices in the **MEDIUM-TIER SALSAS** on February 23, 2024, comparing branded** and private-label* products.

Medium-Tier Salsas (Weights of 453 & 454 Oz)

On the Border	\$2.68
Private Label (Kroger)	\$2.69
Private Label (Walmart)	\$2.77
Joe T Garcias	\$2.89
Private Label (Target)	\$2.99
Private Label (HEB)	\$3.10
Herdez	\$3.45
Private Label (Wegman's)	\$3.49
Mark's Good Stuff	\$3.54
Julio	\$3.90
Texapeno	\$4.06

505 Southwestern	\$4.08
Clint	\$4.13
Arriba	\$4.14
Dan and Emilio's	\$4.20
Native Texan	\$4.28
Central Market	\$4.40
Private Label (Giant Eagle)	\$4.99
Cocina Fresca	\$4.66
My Brother's Salsa	\$4.66

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

**All branded product prices collected from:



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