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# The Power of Private Label

A Review of Growth  
Trends Around the World



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## TABLE OF CONTENTS

➤ <b>Executive Summary</b>	<b>2</b>
➤ <b>Geographic Insights</b>	<b>6</b>
➤ <b>Category Insights</b>	<b>11</b>
➤ <b>Pricing Trends</b>	<b>17</b>
➤ <b>Methodology</b>	<b>21</b>

The information contained in this report has been collected from the ACNielsen Marketing Information Group in 36 countries around the world. For questions or to obtain more detailed information by country please contact your local ACNielsen Global Services representative or contact Clare Nishikawa at [clare.nishikawa@acnielsen.ca](mailto:clare.nishikawa@acnielsen.ca)

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# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Executive Summary

Since ACNielsen's last look at the global Private Label market in 1998, the size and penetration of Private Label has continued to grow and evolve, capturing the interest of manufacturers, retailers and consumers alike. In our current study, *The Power of Private Label*, ACNielsen looks at the growth of Private Label during the period 2002 to 2003, focusing on the variances across both countries and categories. The study also includes a country and category review of the pricing of Private Label compared to its manufacturer branded counterparts.

The term 'Private Label' creates a variety of images in the mind of the consumer. In some parts of the world, the traditional perceptions of Private Label were once of low-quality, unbranded alternatives...attracting the most cost-conscious consumers. In today's Private Label market, however, although there may still be Private Label products of lower cost and quality in existence, a different level of products has emerged—the premium 'branded' Private Label product. These products offer consumers a quality Private Label choice as well as providing to retailers a unique selling point for merchandising in their stores. Some of these quality products may be branded with the retailer's name or even have a brand image all of their own (e.g., President's Choice). For this study, we have defined any brand that is sold exclusively by a specific retailer or chain as Private Label.

## Eighty Categories Across 36 Countries Included

To demonstrate the global breadth of Private Label, ACNielsen collected data across five regions, focusing on 36 specific countries with established Private Label markets. Although ACNielsen's channel and category coverage within each country reflects the dynamics within the particular market, channel coverage in this study generally included supermarkets, hypermarkets and mass merchandisers and excluded such channels as food service outlets and department stores. Coverage of convenience stores and pharmacies was dependent on the availability of outlet data by country. Coverage of individual retailers within an individual market was dependent on retailer cooperation within that market.

From a category perspective, the study looked at the presence of Private Label across 80 different categories. The 80 categories studied were selected from 14 larger product areas and do not represent all of the categories with a Private Label presence. These 80 categories were chosen to represent a cross-section of Private Label activity across product types. Coverage of a category within markets also depended on data availability within the various countries.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Key Findings

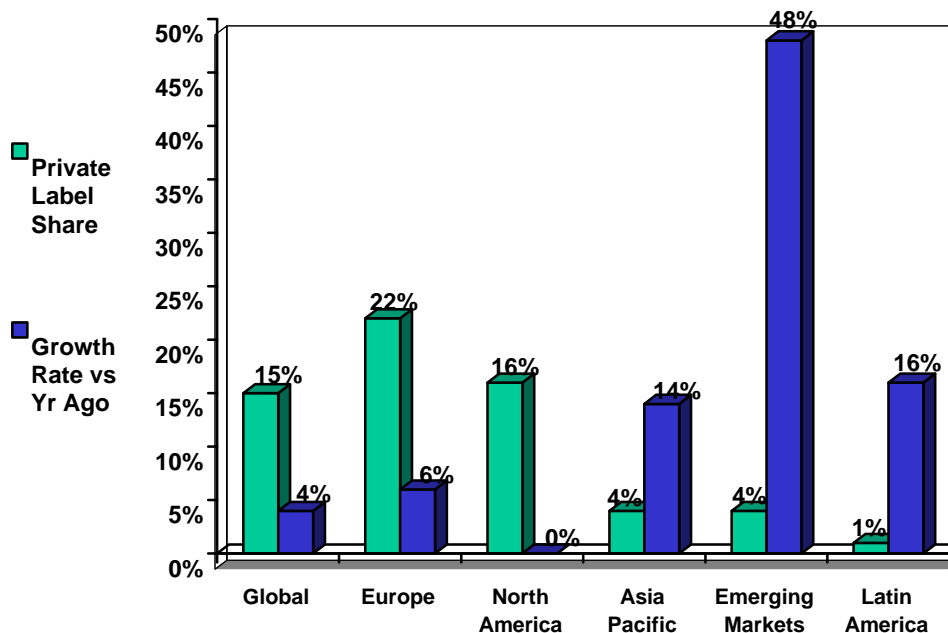
### Private Label Shares Highest in Europe

Over the last 12 months (ending the first quarter of 2003), Private Label value sales across the 36 countries and 80 categories were at US\$85 billion, up 4% versus year ago. The aggregate value share of Private Label across the 36 countries was 15%, gaining slightly (up 0.2 share points) versus year ago. Due to the differences in volumetric measures across countries, value sales were used in the analysis and then converted to US dollars for comparison purposes.

Among the five regions, Private Label value shares continued to be the highest in Europe, with Switzerland having the highest aggregated share at 38%. This is consistent with the results in our 1998 study. In sheer absolute dollar sales, the US market remained the number one Private Label country.

In Asia Pacific, the Emerging Markets and Latin America, Private Label sales were under-developed compared to the more developed markets in Europe, the United States and Canada. But growth in these three developing regions was significant, as large multi-national retailers expanded geographically, building new stores and introducing their Private Label brands into the marketplace.

**Share of Private Label by Region and  
Private Label Growth Rate 2003 vs. 2002  
(Based on Value Sales)**



# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Growth of Private Label Outpaces Manufacturer Brands

When looking at the growth of the Private Label market compared to its manufacturer counterparts across each of the 36 markets, Private Label showed stronger growth and outpaced manufacturer branded products in nearly two-thirds of the markets studied (22 out of 36 markets).

## Traditional Private Label Categories Remain on Top

Looking across product areas, the categories within the **Paper Products, Plastic Bags and Wraps** area had the highest Private Label share, with an aggregated value share of 29% for the six categories included in the study. This is consistent with our 1998 results.

Private Label also had a strong share in most of the **Food** categories studied. In fact, of the top 20 Private Label categories in the study, over two-thirds were Food categories.

Unlike the Food and Paper categories, the presence of Private Label in the **Personal Care** categories was significantly lower. In fact, across all of the Personal Care categories reviewed, the aggregated Private Label share was only 4%. Only one of the Personal Care categories, Cleansing–Bath & Shower, had more than 10% of its sales attributed to Private Label products.

The **Cosmetics** and **Baby Food** categories had the smallest Private Label shares but experienced year-over-year growth rates in the double-digit range.

## Private Label Shares and Growth Rates by Product Area (Based on Value Sales)

PRODUCT AREA	PL SHARE	PL GROWTH	PRODUCT AREA	PL SHARE	PL GROWTH
Paper, Plastic & Wraps (PPW)	29%	3%	Non-Alcoholic Beverages	11%	5%
Refrigerated Food	28%	5%	Home Care	9%	7%
Frozen Food	28%	4%	Snacks & Confectionery	8%	4%
Shelf-Stable Food	17%	6%	Alcoholic Beverages	6%	-1%
Pet Food	17%	5%	Personal Care	4%	6%
Health Care	14%	0%	Cosmetics	2%	24%
Diapers & Feminine Hygiene	12%	1%	Baby Food	1%	16%

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World

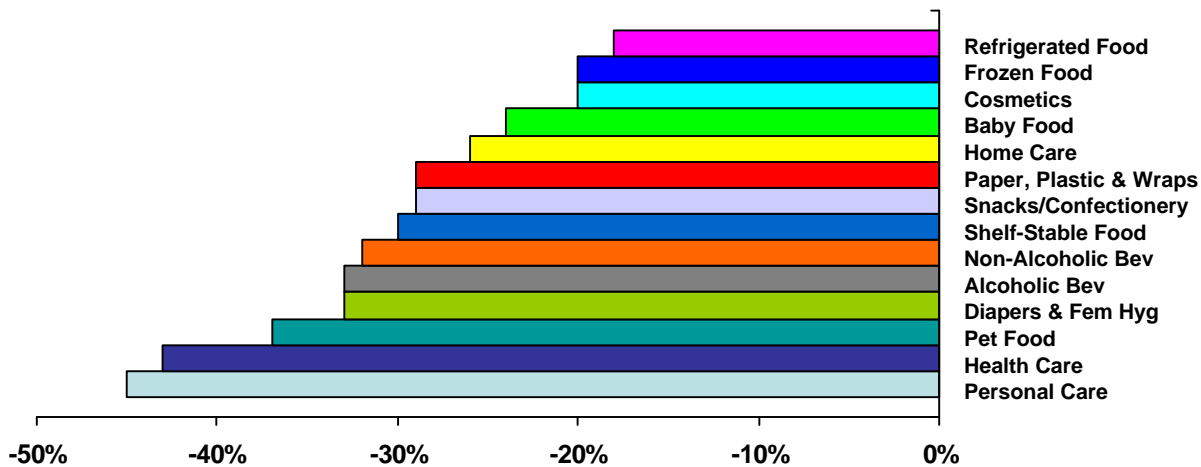


## Private Label Priced Lower than Manufacturer Brands

On a global basis, across all of the 36 countries and 80 categories studied, Private Label products were priced on average 31% lower than their manufacturer counterparts. The geographic variance went from a price differential of 50% lower in Poland to only 10% lower in Hong Kong.

On a category basis, the Personal Care categories were priced on average 45% lower than their manufacturer counterparts. This was the highest differential across all of the product areas studied. Refrigerated Food had the smallest differential at only 18%.

## Private Label Price Differential Compared to Manufacturer Brands



## In Summary—Private Label Continues to Grow New Geographies and Categories Offer Opportunities for Retailers

Growth of Private Label brands outpaced manufacturer branded products in over two-thirds of the markets studied. Europe and North America continue to have the strongest, most developed Private Label markets in the world. Private Label is also, however, beginning to show significant growth in the developing markets of Asia Pacific, the Emerging Markets and Latin America. This growth is in large part due to the geographic expansion of key multi-national retailers introducing their Private Label brands into these burgeoning markets.

Traditional Private Label categories continue to lead in share but new (non-traditional) categories such as Cosmetics are beginning to have a Private Label presence. Overall, Private Label brands continue to be lower priced than manufacturer brands (over a 30% price differential) with wide variances across categories and countries. With new, higher quality, premium-priced Private Label brands entering the market, the price differential between Private Label and manufacturer branded products may be dramatically changing.

[Return to Table of Contents](#)

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## GEOGRAPHIC INSIGHTS

### Private Label Nearing the \$85 Billion Mark

Private Label aggregated sales in the 36 countries and 80 categories included in the study totaled just under US\$85 billion for the latest 12 months ending April 2003. It is important to note that this is only a sample of countries and categories. Within this sample, 15 dollars out of every 100 spent on products in these 80 categories (or 15%), was spent on Private Label brands. This finding was relatively consistent with previous years, with the actual growth of Private Label sales at 4%, only slightly outpacing the growth of manufacturer branded products at 3%.

Although the overall growth rates of Private Label and manufacturer branded products were similar on a global basis, on a country-by-country basis, there were significant pockets where Private Label out-performed the growth rate of their manufacturer counterparts. These areas of growth were most evident in the developing markets where larger global retailers have more recently begun to establish a foothold and expand their presence through new store development, bringing their Private Label brands with them into these traditionally manufacturer-dominated areas.

### Private Label Shares Continued to be the Highest in Europe *U.S. Remained the Number One Market in Absolute Dollars*

Of the 36 countries included in the study, the European and North American countries dominated Private Label sales, accounting for 95% of the aggregated Private Label market. Interestingly enough, these same two regions accounted for only 73% of manufacturer brand sales.

Europe was the most developed region for Private Label (in both size and share) with a sales value of nearly US\$52 billion or 61% of the Private Label sales across the 36 markets. In comparison, Europe accounted for less than 40% of the 36 market total for sales of manufacturer branded products.

When all of the 36 countries in the study were ranked based on Private Label shares, eight of the top ten highest-ranking countries were in Europe. Across the 15 European markets studied, 22 dollars out of every 100 spent (across the 80 categories) were on Private Label brands.

Switzerland was the share leader at 38% of sales. In absolute dollars, Great Britain and Germany were the two largest Private Label markets in Europe, each accounting for nearly US\$14 billion. The Swedish market, although one of the smaller European markets in terms of Private Label shares (11%), was one of the world's fastest growing markets in Private Label sales, with a 25% growth rate versus year ago.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



North America followed Europe with Private Label value sales of just under US\$30 billion, or 34% of the total global Private Label market. This was similar to the manufacturer branded market, with 33% of global manufacturer brand sales coming from North America. Canada was number seven in the market ranking, with a Private Label share of 20%. The U.S. ranked number nine with 15% Private Label share of market.

## Value Shares of Private Label by Country

	COUNTRY	REGION	PL SHARE		COUNTRY	REGION	PL SHARE
1	Switzerland	Europe	38%	19	Ireland	Europe	7%
2	Great Britain	Europe	31%	20	Finland	Europe	7%
3	Germany	Europe	27%	21	South Africa	Emerging Markets	6%
4	Belgium	Europe	24%	22	Czech Republic	Emerging Markets	4%
5	Spain	Europe	23%	23	Japan	Asia Pacific	4%
6	France	Europe	21%	24	Hong Kong	Asia Pacific	3%
7	Canada	North America	20%	25	Greece	Europe	3%
8	Netherlands	Europe	19%	26	Puerto Rico	Latin America	3%
9	United States	North America	15%	27	Colombia	Latin America	2%
10	Denmark	Europe	13%	28	Argentina	Latin America	2%
11	Austria	Europe	12%	29	Chile	Latin America	2%
12	New Zealand	Asia Pacific	11%	30	Poland	Emerging Markets	2%
13	Australia	Asia Pacific	11%	31	Singapore	Asia Pacific	1%
14	Portugal	Europe	11%	32	Mexico	Latin America	1%
15	Sweden	Europe	11%	33	Thailand	Asia Pacific	1%
16	Italy	Europe	10%	34	Brazil	Latin America	1%
17	Hungary	Emerging Markets	8%	35	South Korea	Asia Pacific	<0.5%
18	Norway	Europe	8%	36	Philippines	Asia Pacific	<0.5%

The largest market worldwide in absolute dollars for Private Label was the United States at just under \$26 billion, nearly twice the size of the next largest market, Great Britain. Private Label sales in the United States, however, remained relatively flat versus last year (-1% growth). This was consistent with the lack of growth in manufacturer branded products.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



It is important to mention that although ACNielsen coverage in the United States for the two-year period is based on a consistent sample, it does not include sales in Wal-Mart—a strong player within the Private Label market. In a separate evaluation of Wal-Mart in the U.S. (through ACNielsen's Homescan Consumer Panel Services), over 70 categories were considered within Wal-Mart to find that the share of Private Label sales across these selected categories was 17%...similar to the Private Label share of 15% in the remaining U.S. market (excluding Wal-Mart). However, growth in value sales over the last year for Private Label in Wal-Mart was significantly higher at 12%. This growth was relatively consistent with the growth of manufacturer brands within Wal-Mart U.S. (growing at 15%). Much of the growth in the Wal-Mart figures may be attributed, however, to their new store expansion across the United States.

## Sales of Private Label in Absolute Dollars

	COUNTRY	REGION	PL VALUE (\$000)	PL SHARE	PL GROWTH
1	United States	North America	25,847,258	15%	-1%
2	Great Britain	Europe	13,792,841	31%	0%
3	Germany	Europe	13,756,478	27%	10%
4	France	Europe	8,669,484	21%	5%
5	Spain	Europe	3,644,573	23%	16%
6	Canada	North America	3,149,455	20%	5%
7	Switzerland	Europe	2,595,342	38%	3%
8	Italy	Europe	2,158,264	10%	10%
9	Netherlands	Europe	2,144,496	19%	2%
10	Belgium	Europe	1,601,801	24%	3%

## Private Label Still Under-Developed in Asia Pacific, the Emerging Markets and Latin America But Growing Quickly

As evidenced in the chart included in the Executive Summary, *Share of Private Label by Region*, Asia Pacific, the Emerging Markets and Latin America overall had a far less developed Private Label market than their European or North American counterparts. In each of these three less developed regions, less than 5% of their sales value was accounted for by Private Label brands (across the 80 categories).

It is equally important to note, however, that of the top ten countries worldwide that experienced the fastest Private Label sales growth (over 20% growth in the last year), nine were from these same regions of Emerging Markets, Latin America and Asia Pacific.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Top Ten Fastest Growing Private Label Markets (Based on Value Sales)

	COUNTRY	REGION	PL GROWTH	MANUF GROWTH	PL VALUE (\$000)	PL SHARE
1	Poland	Emerging Markets	115%	4%	171,413	2%
2	Philippines	Asia Pacific	48%	2%	158	0%
3	Czech Republic	Emerging Markets	44%	-2%	114,006	4%
4	Hungary	Emerging Markets	44%	8%	250,227	8%
5	Thailand	Asia Pacific	35%	9%	38,123	1%
6	Colombia	Latin America	31%	11%	48,632	2%
7	Argentina	Latin America	31%	19%	96,526	2%
8	South Africa	Emerging Markets	28%	7%	272,987	6%
9	Sweden	Europe	25%	2%	640,663	11%
10	Japan	Asia Pacific	23%	3%	1,252,454	4%

- For the **Emerging Markets**, the share of Private Label was less than 5% of the aggregated sales for the region. Private Label sales did not exceed US\$300 million in Hungary, Poland, the Czech Republic or South Africa.

The region, however, did lead the world in growth rates, with an average growth rate in Private Label sales of nearly 50%...with all four countries showing over 25% growth. Poland underwent an amazing 115% growth, the Czech Republic and Hungary each experienced a growth rate of 44%, and South Africa grew by 28%.

- In **Asia Pacific**, Australia and Japan had the greatest Private Label value sales in absolute dollars at just under US\$1.3 billion each. It was Australia, and its Pacific Rim neighbor, New Zealand, however, that had the highest Private Label shares in the region at 11% each, with Japan's Private Label share at only 4% of total sales for the 80 categories. Interestingly enough, however, although Japan's share was low, Japan's growth rate for Private Label sales versus year ago was 23%, resulting in one of the largest growths in dollar sales across all of the 36 countries (over US\$230 million versus year ago).
- In **Latin America**, Private Label sales in each of the countries studied were less than 5% of total category sales. Although Mexico had the largest Private Label market in value within Latin America (at just over US\$215 million), this was only 1% of the sales for the 80 categories in that country. But Private Label growth is accelerating in the region (16% versus year ago), with Argentina and Colombia leading the way with at least 30% growth versus year ago in Private Label sales in their countries.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



Of the 36 countries studied, the least developed Private Label markets were South Korea and the Philippines, with few if any measurable Private Label sales across the 80 categories. However, it is important to note that Private Label is beginning to grow in these markets...the Philippines, for example, experienced year-over-year growth in Private Label sales of 48%.

## Private Label Growth Outpaced Manufacturer Brands in Over Two-Thirds of the Markets Studied

*Poland, Philippines, the Czech Republic, Hungary, Thailand, Argentina, Colombia, South Africa...* these developing countries all have something in common—Private Label is growing and growing at a faster rate than their manufacturer branded counterparts.

Although these developing countries are at the top of the list, a number of the more developed markets are also continuing to outpace their manufacturer competitors. In Germany and Sweden, for example, not only did Private Label outpace their manufacturer counterparts in growth *rate*, but also the absolute dollar *growth* for Private Label was larger than the value growth in the manufacturer branded products. Sweden's Private Label sales grew by 25% compared to only 2% for manufacturer branded products. In Germany, Private Label grew by 10%, with manufacturer branded sales actually *declining* by 2%. The combined dollar growth for Private Label in these two markets was nearly US\$1.5 billion.

In fact, in nearly two-thirds of the markets studied (22 of the 36 markets), Private Label was growing at a faster rate than their manufacturer counterparts. And in nearly half of the 36 countries studied, Private Label grew by double-digit rates.

However, there is another side to the story...in the other 14 countries studied, sales of manufacturer branded products displayed faster growth than that of Private Label. These countries varied in their level of Private Label development from such strong Private Label markets as Great Britain (with a Private Label share of 31%) to South Korea (where the Private Label share is less than 0.5%). Private Label sales in Great Britain grew by less than 1% last year, whereas the manufacturer brands grew by 6%. For South Korea, where Private Label sales were negligible, Private Label actually declined by 1% as opposed to manufacturer growth of 3%.

[Return to Table of Contents](#)

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## CATEGORY INSIGHTS

### Categories Selected to Represent Different Product Areas

In order to provide a fair representation of the role of Private Label across a wide range of product areas, we chose a selection of 80 different categories within 14 different product areas. For example, within the larger product area of **Paper Products, Plastic Bags and Wraps**, six categories were chosen to provide a perspective on this product area:

- Aluminum Foil
- Plastic Wrap/Rolls
- Garbage/Refuse Bags
- Kitchen Paper/Towels
- Toilet Tissue
- Facial Tissue

### Paper Products, Plastic Bags and Wraps—the Private Label Leader

The **Paper Products, Plastic Bags and Wraps** area, represented by the six categories cited above, had the highest overall share of Private Label in the study, with an aggregated value share across the six categories of 29%. Within this area, the Aluminum Foil category had the highest Private Label share, with nearly half of the category sales (46%) made up of Private Label products. The category with the largest Private Label sales in absolute value in this area was Toilet Tissue with over US\$3 billion sold in the 36 countries over the latest 12 months ending April 2003. The share of Private Label in the Toilet Tissue category was 27%.

### Strong Private Label Presence Across All Types of Food

Whether the food was refrigerated, frozen, shelf-stable or for a pet, Private Label products held a significant share of sales across the Food categories. In both **Shelf-Stable Food** and the **Pet Food** categories, Private Label had a share of 17% of the total sales value. From a much higher share perspective, 28 dollars out of every 100 spent on the selected categories in the **Refrigerated** or **Frozen Food** areas was spent on Private Label products.

The **Refrigerated Food** market was represented in the study by six categories: Milk, Yogurt, Butter/Margarine, Cheese, Complete Ready Meals and Meat/Poultry/Game. This was an important area for Private Label. In fact, of the top ten Private Label categories ranked by absolute value sales, four were from this Refrigerated area.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Sales of Private Label in Absolute Dollars

	CATEGORY	PRODUCT AREA	PL VALUE (\$000)	PL SHARE	PL GROWTH
1	Milk	Refrigerated	11,429,895	44%	-1%
2	Cheese	Refrigerated	7,156,423	26%	10%
3	Juices/Juice-Based Drinks	Non-Alco Bev	4,881,599	19%	3%
4	Meat/Poultry/Game	Refrigerated	4,576,115	23%	9%
5	Toilet Tissue	PPW	3,135,806	27%	4%
6	Carbonated Beverages	Non-Alco Bev	2,599,486	6%	4%
7	Containered Vegetables	Shelf-Stable	2,537,408	36%	4%
8	Vegetables	Frozen	2,265,223	38%	3%
9	Ice Cream/Frozen Yogurt	Frozen	2,207,018	19%	3%
10	Yogurt	Refrigerated	2,196,113	14%	10%

- In the Fresh Milk category, Private Label sales for the 36 countries accounted for over US\$11 billion. This figure translated to a 44% share of the total Fresh Milk sales measured. Surprisingly, however, the Fresh Milk Private Label market, as well as the Butter/Margarine category, showed declines in sales despite the fact that the manufacturer brands in the two categories continued to grow.
- A Refrigerated Food category with significant Private Label growth was the Cheese category. With a 26% share of market, Private Label in this category grew by over US\$640 million, with the total value sales for Private Label Cheese across the 36 countries of over US\$7 billion.
- Fresh Meat/Poultry/Game was also in the top 20 categories (ranked by Private Label share) with a 23% share of market. It continued to grow with a 9% growth rate in 2003 versus year ago. Its manufacturer counterparts grew by only 5%.
- Although not one of the largest categories in absolute dollars, one of the Refrigerated categories with the largest Private Label *share* was Refrigerated Complete Ready Meals, where Private Label dominated manufacturer brands by holding over 50% of the market. The Refrigerated Complete Ready Meals category was also one of the fastest growing, with a 20% growth rate in the last year. This category included any products that can be described as a pre-prepared meal which is sold uncooked or cooked requiring only reheating prior to consumption. The category specifically included all pre-prepared specialty meals such as Indian meals, Oriental meals, Mexican meals, American meals and British meals.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



There were seven **Frozen Food** categories included in this study: Ice Cream/Frozen Yogurt, Potato Fries, Vegetables, Meat/Poultry/Game, Complete Ready Meals, Pizza and Fish/Shellfish/ Seafood.

- Five out of these seven categories ranked in the top 20 categories for Private Label when ranked by share. Frozen Vegetables had a 38% share of market, with Frozen Fries, Fish and Meat also having a greater than 30% share. Frozen Fish (including Shellfish and Seafood) and Frozen Meat (including Poultry and Game) also ranked among those with the largest growth in Private Label dollar sales of over US\$130 million ... each growing by 9%. On the flip side, sales of Private Label Frozen Fries declined by 2% in the last year. Manufacturer branded sales, however, also declined in this category.

## Beverages—A Mix of Trends

**Non-Alcoholic Beverages** were represented by eight categories, including both hot and cold beverages. Those categories included were Coffee, Tea, Carbonated Beverages, Juices/Juice-Based Drinks, Sports Energy Drinks, Flavored Milk Drinks, Drinking Yogurt and Water. The aggregate share for these eight Non-Alcoholic Beverage categories was 11% (ranking in the bottom half of the fourteen product areas studied). In terms of absolute value, however, these eight categories accounted for over US\$12 billion in sales, ranking second only to Private Label Refrigerated Food (at US\$28 billion).

- With the highest Private Label share in this product area at 19%, Juices/Juice-Based Drinks represented nearly US\$5 billion across the 36 countries studied. Flavored Milk, Water, Coffee and Tea had Private Label shares of between 14% and 11%.
- The Non-Alcoholic Beverages with a far smaller Private Label presence were the newer categories of Drinking Yogurt and Sports Energy Drinks. Although small, these two categories experienced the highest Private Label growth rate in the last year (when ranked against all 80 categories). Private Label Drinking Yogurts topped the list with a 38% growth rate. Private Label Sports Energy Drinks were number two with a 33% growth versus year ago.
- Carbonated Beverages had the lowest Private Label share within this group (at 6%).

**Alcoholic Beverages** were represented by four categories: Beer/Lager, Wine, Vodka and Whisky. Among the 14 product areas reviewed, it was the only group that showed a decline in Private Label sales over the last year. On an aggregated basis, the four categories included in this group had a Private Label share of 6%, representing a value of just under US\$4 billion.

- The Wine category had the highest Private Label share of the four categories at 12%, with Beer/Lager the lowest at 3%.
- Vodka and Wine Private Label products primarily led the sales decline of the group, with a loss of 2% and 3%, respectively. Sales of Private Label Beer/Lager were up by 2% versus year ago but did not match the growth of their manufacturer counterparts.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Value Shares of Private Label by Category

	CATEGORY	PRODUCT AREA	PL SHARE		CATEGORY	PRODUCT AREA	PL SHARE
1	Complete Ready Meals	Refrigerated	51%	41	Toilet Care	Home Care	11%
2	Aluminum Foil	PPW	46%	42	Breakfast Cereals - RTE	Shelf-Stable	11%
3	Milk	Refrigerated	44%	43	Sweet Biscuits (Cookies)	Snacks/Conf	11%
4	Vegetables	Frozen	38%	44	Cleansing - Bath/Shower	Personal Care	11%
5	Potato Fries	Frozen	37%	45	Hand Dish Detergent	Home Care	10%
6	Containered Vegetables	Shelf-Stable	36%	46	Vodka	Alcoholic Bev	10%
7	Fish/ Shellfish/ Seafood	Frozen	36%	47	Whisky	Alcoholic Bev	10%
8	Meat/Poultry/Game	Frozen	35%	48	Mayonnaise	Shelf-Stable	10%
9	Plastic Wrap/Rolls	PPW	33%	49	Mouthwash	Personal Care	10%
10	Kitchen Paper/Towel	PPW	32%	50	Skin Tanning (Protection)	Personal Care	9%
11	Complete Ready Meals	Frozen	31%	51	Chips/Crisps	Snacks/Conf	9%
12	Garbage/Refuse Bags	PPW	30%	52	Toothbrushes	Personal Care	9%
13	Toilet Tissue	PPW	27%	53	Drinking Yogurt	Non-Alco Bev	8%
14	Facial Tissue	PPW	27%	54	Cereal/Fruit/Muesli Bars	Snacks/Conf	8%
15	Cheese	Refrigerated	26%	55	Feminine Personal Hygiene	Diapers/Fem Hyg	8%
16	Jam/Jelly/Marmalade	Shelf-Stable	25%	56	Household Cleaners	Home Care	8%
17	Meat/Poultry/Game	Refrigerated	23%	58	Savory/Neutral Crackers	Shelf-Stable	8%
18	Cooking Oil	Shelf-Stable	21%	57	Laundry Detergent	Home Care	7%
19	Rice	Shelf-Stable	20%	59	Fresheners/Deodorizers	Home Care	7%
20	Dry Pasta	Shelf-Stable	20%	60	Disposable Razors	Personal Care	6%
21	Ice Cream/Frozen Yogurt	Frozen	19%	61	Chocolate	Snacks/Conf	6%
22	Juices/Juice-Based Drinks	Non-Alco Bev	19%	62	Sports Energy Drinks	Non-Alco Bev	6%
23	Auto Dish Detergent	Home Care	18%	63	Carbonated Beverages	Non-Alco Bev	6%
24	Butter/Margarine	Refrigerated	18%	64	Facial Cleansing	Personal Care	6%
25	Pizza	Frozen	17%	65	Dry Soup	Shelf-Stable	5%
26	Cat Food	Pet Food	17%	66	Body Moisturizers	Personal Care	4%
27	Self-Adhesive Dressings	Health Care	17%	67	Hair Styling	Personal Care	4%
28	Dog Food	Pet Food	16%	68	Toilet Soap	Personal Care	4%
29	Disposable Baby Diapers	Diapers/Fem Hyg	15%	69	Eye Shadow	Cosmetics	3%
30	Pain Relief	Health Care	15%	70	Shampoo	Personal Care	3%
31	Yogurt	Refrigerated	14%	71	Insect Control	Home Care	3%
32	Flavored Milk Drinks	Non-Alco Bev	14%	72	Beer/Lager/Ales	Alcoholic Bev	3%
33	Ketchup - Tomato Based	Shelf-Stable	13%	73	After Shave Preps	Personal Care	2%
34	Water	Non-Alco Bev	13%	74	Toothpaste	Personal Care	2%
35	Coffee	Non-Alco Bev	12%	75	Deodorants	Personal Care	2%
36	Cold Remedies	Health Care	12%	76	Face Moisturizers	Personal Care	2%
37	Wine	Alcoholic Bev	12%	77	Lip Stick/Gloss	Cosmetics	2%
38	Fabric Softeners	Home Care	12%	78	Baby Food	Baby Food	1%
39	Wet Soup	Shelf-Stable	12%	79	Chewing Gum	Snacks/Conf	1%
40	Tea	Non-Alco Bev	11%	80	Baby Formula	Baby Food	1%

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Personal Care Private Label Share Limited

There were 14 categories included in the study to represent the area of **Personal Care**. These 14 categories include: Cleansing–Bath/Shower, Deodorants, Shampoo, Hair Styling, Mouthwash, Toothpaste, Toothbrushes, Toilet Soap, Skin Tanning (Protection), Disposable Razors, Facial Cleansing, Face Moisturizers, Body Moisturizers and After Shave Preps. The categories in this area had a smaller Private Label presence with only a 4% share overall.

- Only one category, Cleansing–Bath & Shower, had more than 10% of its sales attributed to Private Label products.
- The three fastest growing Private Label categories within Personal Care were Facial Cleansers, with 21% growth; Face Moisturizers, with 20% growth; and Body Moisturizers, with 11% growth. The remainder of the Personal Care categories showed less than 10% growth.

## Cosmetics and Baby Food Showed Little Private Label Presence But Strong Growth Rates

The **Cosmetics** categories, Eye Shadow and Lip Stick/Gloss, recorded only 3% and 2% of sales for Private Label in the last year. These two categories, however, were among the top ranking in terms of growth rate. Private Label Lip Stick/Gloss grew by 26% and Eye Shadow by 19% versus year ago.

Another two of the least developed categories, Baby Food and Baby Formula, whose sales included only 1% of Private Label products, also experienced tremendous growth of 20% and 12%, respectively.

### Top Ten Fastest Growing Private Label Categories (Based on Value Sales)

	CATEGORY	PRODUCT AREA	PL GROWTH	MANUF GROWTH	PL VALUE (\$000)	PL SHARE
1	Drinking Yogurt	Non-Alco Bev	38%	17%	183,045	8%
2	Sports Energy Drinks	Non-Alco Bev	33%	9%	163,744	6%
3	Lip Stick/Gloss	Cosmetics	26%	2%	26,941	2%
4	Facial Cleansing	Personal Care	21%	6%	101,339	6%
5	Baby Food	Baby Food	20%	2%	25,324	1%
6	Face Moisturizers	Personal Care	20%	10%	83,150	2%
7	Complete Ready Meals	Refrigerated	20%	13%	1,436,395	51%
8	Eye Shadow	Cosmetics	19%	2%	135,083	3%
9	Cooking Oil	Shelf-Stable	16%	7%	1,611,337	21%
10	Flavored Milk Drinks	Non-Alco Bev	13%	4%	239,252	14%

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Private Label Growth Outpaced Manufacturer Brands in More than Two-Thirds of the Categories Studied...56 of 80 Categories

In 16 categories...	<p>Private Label grew more than the manufacturer counterparts on an absolute dollar basis.</p> <p><i>Frozen Vegetables; Frozen Meat/Poultry/Game; Kitchen Paper/Towel; Refrigerated Complete Ready Meals; Frozen Fish/Shellfish/Seafood; Coffee; Cheese; Cold Remedies; Chocolate; Garbage/Refuse Bags; Facial Tissues; Self-Adhesive Dressings; Toothbrushes; Containered Vegetables; After Shave Preps; Plastic Wrap/Rolls.</i></p>
In 40 categories...	<p>Both manufacturer branded products and Private Label products showed growth, but the Private Label brands were growing at a faster rate than their manufacturer counterparts. For example, Private Label Eye Shadow grew by 19% versus a 2% growth for its manufacturer competitors.</p> <p><i>Lip Stick/Gloss; Sports Energy Drinks; Drinking Yogurt; Baby Food; Eye Shadow; Facial Cleansing; Baby Formula; Face Moisturizers; Flavored Milk Drinks; Cooking Oil; Auto Dish Detergent; Toilet Care; Wet Soup; Laundry Detergent; Toilet Soap; Cat Food; Fresh Meat/Poultry/Game; Breakfast Cereals–RTE; Chewing Gum; Toothpaste; Body Moisturizers; Carbonated Beverages; Feminine Hygiene; Water; Fabric Softeners; Dog Food; Household Cleaners; Toilet Tissue; Savory/Neutral Crackers; Juices/Juice-Based Drinks–RTD; Ketchup–Tomato Based; Mayonnaise; Chips/Crisps; Cleansing–Bath/Shower; Fresheners/Deodorizers; Yogurt; Disposable Razors; Hair Styling; Hand Dish Detergent; Dry Soup.</i></p>

## In 23 of 80 Categories, Manufacturer Brands Outpaced Private Label Brands

In 9 categories...	<p>Manufacturer branded products grew in absolute value, while the value of Private Label actually declined versus year ago.</p> <p><i>Butter/Margarine, Milk, Wine, Pain Relief, Vodka, Rice, Insect Control, Shampoo, Whisky.</i></p>
In 14 categories...	<p>Both manufacturer and Private Label brands grew but the manufacturer branded products grew at a faster rate than their Private Label counterparts.</p> <p><i>Disposable Baby Diapers; Ice Cream/Frozen Yogurt; Deodorants; Dry Pasta; Aluminum Foil; Jam/Jelly/Marmalade; Frozen Pizza; Frozen Complete Ready Meals; Skin Tanning (Protection); Sweet Biscuits (Cookies); Mouthwash; Beer/Lager/Ales; Tea; Cereal/Fruit/Muesli Bars.</i></p>

## Sales for Both Manufacturer and Private Label Brands Declined in Only One Category

In only 1 Category...	Frozen Potato Fries showed declines for both Private Label and manufacturer brands.
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[Return to Table of Contents](#)

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## PRICING TRENDS

The average price per category was calculated for each country by dividing the total dollar sales by the total volume sold. Given the country variances in packaging size and units of measurement across 36 countries and 80 categories, it was not possible to compare price per unit across countries. Within each country, however, the unit of measurement for a category was consistent, making it possible to compare the average price for manufacturer brands against the pricing of Private Label products on a category-by-category basis.

### Overall, Private Label Offered Consumers Lower Prices

On a global basis, looking at the cumulated figures for all 80 categories, Private Label products were found to offer the consumer on average a discount of 31% versus its manufacturer counterparts. This is similar to the price differences seen in the 1998 study.

This aggregated variance was made up of a wide range of pricing differentials...from an average 50% price differential in Poland to a much more modest 10% differential in Hong Kong. Not surprisingly, on an aggregated category basis, all countries were found to sell Private Label products at a lower price than manufacturer branded products.

### Price Differential Between Private Label and Manufacturer Brands by Country

	COUNTRY	REGION	PL PRICE DIFFERENTIAL		COUNTRY	REGION	PL PRICE DIFFERENTIAL
1	Poland	Emerging Markets	- 50%	19	Thailand	Asia Pacific	- 31%
2	Australia	Asia Pacific	- 46%	20	Argentina	Latin America	- 29%
3	Germany	Europe	- 45%	21	Switzerland	Europe	- 29%
4	Belgium	Europe	- 45%	22	Netherlands	Europe	- 28%
5	Spain	Europe	- 43%	23	Canada	North America	- 28%
6	Greece	Europe	- 41%	24	Japan	Asia Pacific	- 27%
7	Ireland	Europe	- 40%	25	Mexico	Latin America	- 27%
8	Portugal	Europe	- 39%	26	Italy	Europe	- 26%
9	Hungary	Emerging Markets	- 38%	27	Sweden	Europe	- 26%
10	Austria	Europe	- 36%	28	Singapore	Asia Pacific	- 25%
11	Philippines	Asia Pacific	- 35%	29	Denmark	Europe	- 24%
12	Finland	Europe	- 34%	30	France	Europe	- 24%
14	Czech Republic	Emerging Markets	- 33%	31	South Africa	Emerging Markets	- 24%
15	Norway	Europe	- 32%	32	Chile	Latin America	- 23%
13	United States	North America	- 31%	33	Brazil	Latin America	- 22%
16	New Zealand	Asia Pacific	- 31%	34	Colombia	Latin America	- 15%
17	Puerto Rico	Latin America	- 31%	35	Hong Kong	Asia Pacific	- 10%
18	Great Britain	Europe	- 31%	36	South Korea	Asia Pacific	n/a

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



Looking within product areas, there was also a wide variation in the level of discount. The Personal Care and Health Care areas were seen to experience the highest price differentials, with the average price for Private Label products in the Personal Care categories at 45% less than their manufacturer branded counterparts. In the Health Care categories, the price differential was 43%. The individual category with the largest price differential for Private Label was Pain Relief, being priced on average 55% lower than its manufacturer counterparts. Other categories where Private Label products were priced 50% lower than the manufacturer branded products were Face Moisturizers, After Shave Preps, Mouthwash, Fresheners/Deodorizers and Shampoo.

At the other end of the spectrum, Refrigerated Food, Frozen Food and Cosmetics were the product areas that experienced the smallest differential in price (each experienced an average price differential of 20% or less). Within these areas Frozen and Fresh Meat (including Poultry and Game) and Frozen Fish (including Shellfish and Seafood) each offered less than a 10% differential.

## Price Differential Between Private Label and Manufacturer Brands by Product Area

	PRODUCT AREA	PL PRICE DIFFERENTIAL
1	Personal Care	- 45%
2	Health Care	- 43%
3	Pet Food	- 37%
4	Diapers & Feminine Hygiene	- 33%
5	Alcoholic Beverages	- 33%
6	Non-Alcoholic Beverages	- 32%
9	Shelf-Stable Food	- 30%
8	Snacks & Confectionery	- 29%
7	Paper, Plastic & Wraps (PPW)	- 29%
10	Home Care	- 26%
11	Baby Food	- 24%
12	Cosmetics	- 20%
13	Frozen Food	- 20%
14	Refrigerated Food	-18%

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Private Label Products Presented Both Economical and Premium Alternatives

For most, the concept of Private Label products being a more economical option is widely accepted and historically factual. Retailers have provided Private Label products as the low-priced, high volume alternative for years (e.g., large bottles of Private Label Shampoo priced at a lower cost per unit of measure). The hard discounter stores have been particularly strong in offering consumers these types of choices. In certain situations where consumers were more focused on price than quality, this has been an extremely successful strategy.

In this study, however, a number of situations were identified where the average price of Private Label within a category was seen to be at a premium price to manufacturer branded products. For example, although the cumulated categories of Home Care displayed a lower price for Private Label compared to their manufacturer counterparts (by 26%), within the individual categories of Toilet Care and Insect Control, the Private Label products were actually found to be more expensive than the manufacturer brand entries. Private Label Toilet Care products showed an average 7% premium over the manufacturer branded products and Insect Control a 20% premium.

One reason is that a different type of Private Label product has begun to emerge—the premium 'branded' Private Label product. Some of these quality products may be branded with the retailer's name or even have a brand image all of their own (e.g., President's Choice). They offer consumers a quality Private Label choice as well as providing retailers with a unique selling point for merchandising in their stores. Retailers such as Delhaize, Carrefour, Ahold and Auchan carry Private Label products that are priced at a premium and are marketed as premium, high-quality products.

Other reasons cited in this study for higher priced Private Label brands:

- Some Private Label products were sourced from imports, and hence were more expensive than the domestic manufacturer brands (e.g., Dry Pasta Private Label in Finland is an imported product).
- Some Private Label products were sold in smaller sized packages, thus being more expensive per volume unit (e.g., Private Label Toilet Soap in Singapore is sold by individual bars versus manufacturer brands sold in packs of five or more).
- Some low-end manufacturer brands were found to be sold at a discount in the smaller more traditional local outlets versus the higher-end products available in the more expensive supermarket chains (e.g., a country like the Czech Republic sells less expensive low-end manufacturer brands in their traditional stores versus the selection in their larger chains).

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



- Manufacturer brands were more often found on promotion than Private Label brands, thus bringing the average price down.

To summarize, Private Label across the 36 markets and 80 categories studied was generally lower priced compared to manufacturer-branded products. Variations across categories and countries existed, however, depending on the type of Private Label products being marketed. The number of instances where Private Label products were priced equal to (or at a premium to) manufacturer branded products has increased as the new, higher quality premium Private Label entries continue to emerge.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## METHODOLOGY

### Understanding the Study Parameters

#### Eighty Categories Reviewed Across 36 Countries

In preparing this report, retail measurement data was collected by ACNielsen from 36 countries, covering five regions—Europe, North America, the Emerging Markets, Asia Pacific and Latin America. In total, these 36 countries represent over 65% of the world's Gross Domestic Product (GDP). The 36 countries studied were chosen based on the fact that there was an established Private Label presence in each of these markets.

#### Countries Included in the Study

<b>Western Europe</b> Austria Belgium Denmark Finland France Germany Great Britain Greece Ireland Italy Netherlands Norway Portugal Spain Sweden Switzerland	<b>Asia Pacific</b> Australia Hong Kong, China Japan Korea, Republic (South Korea) New Zealand Philippines Singapore Thailand
<b>Emerging Markets</b> Czech Republic Hungary Poland South Africa	<b>North America</b> Canada United States
	<b>Latin America</b> Argentina Brazil Chile Colombia Mexico Puerto Rico

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Periods Included

Information was collected for the years ending in April 2001, 2002 and 2003.

## Category Coverage Represented a Wide Cross-Section of Product Areas

To provide a wide perspective on Private Label trends, the data includes views of 80 different categories within 14 larger product areas—Alcoholic Beverages; Non-Alcoholic Beverages; Snacks & Confectionery; Baby Food; Shelf-Stable Food; Refrigerated Food; Frozen Food; Home Care; Paper Products, Plastic Bags and Wraps (PPW); Diapers & Feminine Hygiene; Personal Care; Cosmetics; Health Care; and Pet Food. The actual categories chosen were not necessarily those with the highest Private Label share, but rather represented a varied cross-section of consumer products.

Channel coverage varied from country to country, but generally included supermarkets, hypermarkets and mass merchandisers, and excluded such channels as food service outlets and department stores, and in some cases, convenience stores and pharmacies. On looking specifically at the coverage of Private Label activity, certain exclusions should be noted that may have affected the country-specific trends observed.

Australia	Aldi data excluded	South Korea	E-mart data excluded
Philippines	ShoeMart data excluded	Thailand	Leader Price and Lotus Express data excluded
Austria	Hofer and Lidl data ( <i>and Cash &amp; Carry stores</i> ) excluded	Portugal	Lidl data excluded
Denmark	Coop data excluded	Spain	<i>Frozen food specialists</i> excluded
France	<i>Hard discounters</i> excluded		
Canada	Costco data primarily excluded	United States	Wal-Mart and Aldi data excluded

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Category Coverage (Number of Countries Included)

<b>Alcoholic Beverages</b> Beer/Lager/Ales (30) Wine (22) Vodka (23) Whisky (25)	<b>Baby Food</b> Baby Food (30) Baby Formula (30)
<b>Snacks &amp; Confectionery</b> Chocolate (34) Chewing Gum (33) Chips/Crisps (34) Cereal/Fruit/Muesli Bars (24) Sweet Biscuits (Cookies) (35)	<b>Non-Alcoholic Beverages</b> Coffee (36) Tea (30) Carbonated Beverages (35) Juices/Juice-Based Drinks–Ready To Drink (36) Sports Energy Drinks (32) Flavored Milk Drinks (27) Drinking Yogurt (26) Water (35)
<b>Shelf-Stable Food</b> Breakfast Cereals–Ready To Eat (34) Dry Pasta (29) Rice (25) Savory/Neutral Crackers (32) Dry Soup (34) Wet Soup (27) Containered Vegetables (22) Cooking Oil (32) Mayonnaise (34) Ketchup–Tomato Based (34) Jam/Jelly/Marmalade (25)	<b>Personal Care</b> Cleansing–Bath/Shower (31) Deodorants (33) Shampoo (36) Hair Styling (31) Mouthwash (30) Toothpaste (36) Toothbrushes (Manual) (35) Toilet Soap (36) Skin Tanning (Protection) (26) Disposable Razors (34) Facial Cleansing (33) Face Moisturizers (33) Body Moisturizers (34) After Shave Preps (22)
<b>Frozen Food</b> Ice Cream/Frozen Yogurt (32) Potato Fries (28) Vegetables (25) Meat/Poultry/Game (22) Fish/Shellfish/Seafood (23) Pizza (29) Complete Ready Meals (24)	<b>Home Care</b> Hand Dish Detergent (35) Auto Dish Detergent (26) Fresheners/Deodorizers (36) Household Cleaners (34) Toilet Care (35) Insect Control (31) Laundry Detergent (36) Fabric Softeners (34)
<b>Refrigerated Food</b> Milk (30) Yogurt (33) Butter/Margarine (31) Cheese (33) Complete Ready Meals (15) Meat/Poultry/Game (13)	<b>Paper Products, Plastic Bags &amp; Wraps (PPW)</b> Aluminum Foil (22) Plastic Wrap/Rolls (23) Garbage/Refuse Bags (22) Kitchen Paper/Towel (30) Toilet Tissue (34) Facial Tissue (34)
<b>Diapers &amp; Feminine Hygiene</b> Disposable Baby Diapers (36) Feminine Personal Hygiene (36)	<b>Cosmetics</b> Eye Shadow (16) Lip Stick/Gloss (18)
<b>Health Care</b> Pain Relief (18) Self-Adhesive Dressings (20) Cold Remedies (17)	<b>Pet Food</b> Cat Food (29) Dog Food (30)

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Report Focused on Sales Value and Price per Volume

In analyzing the share and growth trends, our focus was on value sales as opposed to volume sales, since the volume measurement units were significantly different across categories and countries. However, it should be recognized that since Private Label products are often priced lower than their manufacturer counterparts, the value shares for Private Label are probably understated (in comparison to their volume share). In order to create accurate value comparisons, all local currency data was converted to US dollars using a constant exchange rate across the three-year period.

When analyzing the pricing of Private Label compared to its branded counterparts, the average price per volume measure was compared for each category and country. Price per selling unit was not included due to varying pack sizes. Average percentage differences (compared to manufacturer branded products) were calculated to account for the variation between kilograms, liters or pieces and hence allow comparisons to be made across categories and countries.

## Growth Analysis Looked at Varying Perspectives

In order to provide a complete view on the growth and magnitude of Private Label around the world, we looked at the data from three different perspectives:

1. From a **Share** perspective: Included in the study is a comparison of value shares across markets and the share point changes versus year ago.
2. From an **Absolute Dollar** perspective: The growth of Private Label in absolute dollars across the categories and countries is included, highlighting those markets and categories with the 'largest' Private Label value growth.
3. From a **Growth Rate** perspective: We have looked at the 'fastest' growing categories and countries as a percentage of year ago sales. Not surprisingly, the smaller, newer Private Label markets (both from a category and a country perspective) experienced the fastest growth rates, while larger markets experienced the largest absolute value growth.

# THE POWER OF PRIVATE LABEL

A Review of Growth Trends Around the World



## Exchange Rates Used

To obtain a global perspective, local currency was converted to US dollars using a constant exchange rate across the three-year period.

COUNTRY	CURRENCY	EXCHANGE RATE (PER US\$)
<b>Europe</b>		
Austria	Euro	1.00
Belgium	Euro	1.00
Denmark	Danish Krone	7.45
Finland	Euro	1.00
France	Euro	1.00
Germany	Euro	1.00
Great Britain	British Pound	0.66
Greece	Euro	1.00
Ireland	Euro	1.00
Italy	Euro	1.00
Netherlands	Euro	1.00
Norway	Norwegian Krone	7.59
Portugal	Euro	1.00
Spain	Spanish Peseta	1.00
Sweden	Swedish Krona	9.12
Switzerland	Swiss Franc	1.48
<b>Emerging Markets</b>		
Czech Republic	Czech Koruna	29.851
Hungary	Hungarian Forint	256.41
Poland	Polish Zloty	4.08
South Africa	South African Rand	10.98
<b>Asia Pacific</b>		
Australia	Australian Dollar	1.88
Hong Kong, China	Hong Kong Dollar	7.69
Japan	Japanese Yen	125.00
Korea, Rep. (South Korea)	South Korean Wong	1250.00
New Zealand	New Zealand Dollar	2.20
Philippines	Philippines Peso	49.02
Singapore	Singapore Dollar	1.68
Thailand	Thai Baht	40.32
<b>North America</b>		
Canada	Canadian Dollar	1.60
<b>Latin America</b>		
Argentina	Argentine Peso	3.66
Brazil	Brazil Real	3.53
Chile	Chilean Peso	666.67
Colombia	Colombian Peso	2777.80
Mexico	Mexican Peso	11.16
Puerto Rico	US Dollar	1.00