

PRIVATE BRANDS – SOLUTIONS TO INCREASE THE COMPETITIVENESS OF EUROPEAN RETAILERS

MĂRCILE PRIVATE – SOLUȚIE ÎN CREȘTEREA COMPETITIVITĂȚII RETAILERILOR EUROPENI

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Abstract:

The paper presents the impact of private brands on the activity of international retailers, as well as the current state of private brands on the European market. The preferences of international retailers for private brands turned out to be a solution for becoming competitive on the market where they activate, as well as for increasing their profits and expanding the number of customers. Private brands offer retailers the necessary means in order to have control and influence not only on the whole supply chain, but also on brand producers, increasing pressure on the latter and forcing them to keep competitive prices.

Key words: brands, private brands, distribution, European retailers

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