

## PressRelease

For Immediate Release

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### Private label is the sweetener to Walmart's international success

*Private Label Magazine* named Walmart its 2011 Store Brand Retailer of the Year largely due to the great strides it has made with its private label programme worldwide. As the leading authority on global retail intelligence, Planet Retail provided analysis of Walmart's private label portfolio, which is expected to be at the forefront of the retail giant's expansion into markets such as India, Brazil and South Africa.

Natalie Berg, Planet Retail's Global Research Director, said:

***"Walmart's merchandising strategy may have been built on the 'house of brands' philosophy, but there is no denying that today, more than ever, private label is a key component to the retailer's global strategy."***

According to Planet Retail, Walmart has struck the right balance between scale and customisation with regard to its global private label portfolio. Great Value, for example, is sold in all markets except the UK and the company's newly acquired Sub-Saharan African division. Other brands such as Equate, George, Simply Basic, Mainstays and Home Trends are found in a number of Walmart stores around the globe. At the same time, the company has recognised the need to create market-specific lines where relevant, such as the healthy eating Sentir Bem range in Brazil, so as to better respond to local consumer demands.

***"Internationally, private label allows Walmart to offer emerging consumers greater value for money while also creating a point of differentiation. Although there is still long way to go in trickier markets such as China, where consumers are generally less receptive to private label, the long-term global outlook remains promising,"*** Berg added.

As a standalone company, Walmart International is the third-largest retailer in the world with sales in excess of USD100 billion. This year, not only does the company celebrate its 20<sup>th</sup> anniversary as a global retailer but it is the first time in its history that Walmart has operated more stores internationally than in the US.

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The full article, which includes insight and commentary into Walmart's international private label portfolio, features in the August 2011 issue of *Private Label Magazine* and on its website:

[www.privatelabelmag.com](http://www.privatelabelmag.com)

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**About Planet Retail:**

Planet Retail is the leading provider of intelligence on the global retail and foodservice industries, monitoring more than 10,000 retail operations as well as market developments in 211 markets. With over 15 years of industry insight, Planet Retail is a brand trusted by more than 3,000 organisations worldwide, delivering up-to-the-minute news, analysis, market research and digital media via [www.planetretail.net](http://www.planetretail.net). Planet Retail has offices in London, Frankfurt, Chicago, Qingdao and Tokyo.