



Retail is
Everywhere
By NetChoice

Store Brand Products: Common in Retail, Benefit Consumers, and Disrupt Big Players



Some of the antitrust debate on Capitol Hill has given way to rhetoric designed to differentiate online businesses from traditional businesses, particularly brick and mortar retailers. While this may give lawmakers a good soundbite, and an opportunity to push a big vs small narrative, it distorts how retailers work and compete.

Take store brand products, also known as private label, white label, generics and owned brands, as an example. The *American Innovation and Choice Online Act* would ban online retailers above a certain size from marketing and selling their store branded products. Yet competitors, big or small, would be allowed to continue selling store brand products. **This defies common sense.**

Store Brands Are Everywhere:

- Nearly all retailers, big and small, offer store brands. About [80% of stores](#) in America sell store brands.
- Americans are buying more store brands than ever before. Store brand sales reached [\\$199 billion in 2021](#).

Store Brands Benefit Consumers:

- *Broad product selection:* Consumers benefit from a broad product selection that allows them to easily compare the quality and price of products alongside one another.
- *Low prices:* Retailers are able to control and optimize product factors such as materials, ingredients, quality, packaging, promotion, production and distribution. This often allows retailers to offer store brand products at a lower price than national brands.

Store Brands Disrupt Big Players:

- Store brands compete directly with big national brands, not small sellers. Taking store brands off the shelves does nothing to help the little guy, but would mean a cash windfall for the big guys.

Retailers of all sizes have offered store brand products for generations – to the benefit of consumers. To ban retailers above a certain size from a common business practice that their competitors will continue to use makes no sense. **Banning the use of store brands will ultimately hurt consumers.**