

PRIVATE LABELS BRANDING IN HUNGARY

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Abstract:

Around the world in recent decades, significant changes have taken place in trade. The Hungarian food retail markets are very concentrated and therefore, in order for a given market player to maintain a market position, competitiveness must be enhanced. The competitive advantage can be reached through the use of certain tools, such as the development of a private label brand portfolio. As private label brands gain shares and attention in the marketplace, it is important for retailers and academics to update their knowledge about this phenomenon. However, the international data show that the proportion of private label products varies widely across countries. This study aims to demonstrate the reason for a high incidence of private label products in Hungary.

Keywords: private label brand, FMCG sector, innovation, management, Hungary