The number of new product introductions has fallen during the pandemic, with Private Brands introducing nearly -34% fewer products in 2020 and -54% fewer in 2021. But name brands dropped substantially more: -46% and -65%, respectively.

Private Brand Performance 2021

Number of New UPCs

Private Brand New Item Innovation

Source: Catalina Buyer Intelligence Database. Analysis period 1/1 – 12/31 of each year
Amidst inflationary concerns, Private Brands are reinforcing quality and value in key categories although the price differential with some name brands is shrinking. In the paper products category, for example, the price differential for facial tissue is on the rise because of name brand price increases, while bath tissue and paper towels price gaps have shrunk.

### Private Brand Performance 2021

#### Paper Products

<table>
<thead>
<tr>
<th></th>
<th>Bath Tissue</th>
<th>Paper Towels</th>
<th>Facial Tissue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price gap</strong></td>
<td>45%</td>
<td>140%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>2019</strong></td>
<td>30%</td>
<td>80%</td>
<td>76%</td>
</tr>
<tr>
<td><strong>2021</strong></td>
<td>30%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td><strong>Avg Price in 2021</strong></td>
<td>$5.25 (+31% than 2019)</td>
<td>$4.65 (+58% than 2019)</td>
<td>$3.15 (+24% than 2019)</td>
</tr>
</tbody>
</table>

*Price difference is based on an average of all package sizes*
Private Brand Performance 2021

2021 Top Private Brand Categories

Sales Change Versus Pre-COVID-19

+191% Frozen Potatoes
+135% Disinfectant Cleaners
+120% Home Health Testing
+115% Baking Ingredients
+97% Contraceptives