

UNWRAPPING THE ESSENCE OF LUXURY IN EVERYDAY PRODUCTS



When it comes to defining "premium," consumers have a rich tapestry of thoughts. High quality, exclusivity, and exceptional craftsmanship are the stars of the show.

Consumers associate premium products with high-quality ingredients or materials that promise an overall superior experience. The perception is that premium products offer something regular products don't—be it a unique flavor, a more potent formula, or a design that's a cut above the rest.

"A premium product is one that offers superior quality, exclusivity, or enhanced features, often justifying a higher price through exceptional design, materials, performance, or brand reputation." (Male, 26)

"I define 'premium' as high-end products with high-quality ingredients." (Male, 38)

"Quality of materials or ingredients used. The product should look visually appealing." (Female, 29)

INGREDIENT INTEGRITY: THE HEART OF PREMIUM QUALITY

Consumers prioritize the integrity of ingredients when considering premium products. They seek organic, free-range, or otherwise responsibly sourced materials, associating these with better health, taste, and overall product satisfaction.

The premium label on a product signals an investment in quality—consumers believe they are not only paying for superior taste but also for a commitment to their health and well-being.

"Quality of ingredients, time and thought put into marketing, good taste, surpassing health expectations." (Male, 23)

"Food comes from an organic source, or free range, has fewer artificial ingredients." (Male, 54)

"The quality of ingredients and taste." (Male, 23)

THE EXCLUSIVITY EDGE: A DANCE OF RARITY AND PRESTIGE

Exclusivity isn't just a buzzword—it's a sensation. Consumers equate exclusivity with prestige, an essential ingredient in defining a product as premium. The sense of exclusivity enhances the perceived value of the product, making consumers feel privileged.

"Manufactured in low quantities with premium materials." (Male, 28)

"It makes it more special, so just offering quality." (Female, 46)

"Sometimes it can be a limited edition food item." (Male, 52)

FLAVORS OF DISTINCTION

Taste, in many cases, is the ultimate determinant of a product's premium status. Premium products, particularly in the realm of food and beverages, are expected to offer a taste that is superior, memorable, and often indulgent.

"They taste like something I couldn't make at home." (Male, 39)

"Normally find the premium products taste better, and maybe more flavour." (Male, 54)

"They are more exclusive, tastier, or more effective." (Female, 37)

"Taste, scents, added extra ingredients." (Female, 29)

FEELING THE PREMIUM PULSE

Beyond tangible attributes, premium products often evoke emotional responses. The purchase of a premium product often goes beyond mere transaction; it becomes a personal experience. Whether it's the joy of having something exclusive, the satisfaction of quality, or the comfort from a familiar brand, emotions enhance the consumer journey.

Even feelings of guilt, as expressed by some consumers, reflect the weight of the decision to indulge—a testament to the perceived value and impact of premium products.

"I feel like I am rewarding or treating myself when buying them." (Male, 23)

"I have an emotional connection to the satisfaction, like a need to relax." (Male, 25)

"I feel guilty because of the cost. I feel like I could just buy averagely priced items." (Female, 28)

PREMIUM PICKS

Consumers often reserve premium food and drink for special occasions or moments of self-indulgence. Whether it's a weekend treat, an accompaniment to a cozy night in, or a reward for getting through a long week, premium culinary experiences offer a sensory delight that elevates the mundane to the extraordinary.

"White chocolate and raspberry cookies and Reese's peanut butter cups I purchased these from Asda or sometimes Aldi." (Female, 30)

"We have something from the Tesco Finest range once a week on a Friday or Saturday night as a treat." (Male, 38)

"M&S chicken and ham—you feel you are treating yourself and generally it is good quality." (Female, 59)



THE OCCASIONAL INDULGENCE: WHEN PREMIUM IS A TREAT

Occasions that merit celebration often call for premium indulgences. These moments are about more than just the product; they're about creating memories and enhancing experiences. Whether it's a romantic dinner at home, a festive celebration, or a personal milestone, premium products add a layer of joy and significance.

"We ordered a Finest dine-in deal for Valentine's." (Male, 38)

"As a reward for making it through the week." (Male, 38)

THE PREMIUM PURSUIT

The decision to purchase premium products is not made lightly. For many consumers, the primary motivation is the pursuit of quality—whether that's in taste, craftsmanship, or health benefits.

These products often serve as rewards or indulgences, offering a break from the ordinary and a taste of the extraordinary. The allure of exclusivity and rarity further enhances their appeal, as consumers seek out items that set them apart and reflect their personal success and refined tastes.

"The high quality and satisfaction is what drives the purchase, as a reward for making it through the week." (Male, 38)

"For special occasions where you want to indulge or appeal to an audience." (Male, 28)

A JOURNEY INTO THE AISLES OF TRUST: THE PRIVATE LABEL

For many consumers, the appeal lies in the cost-effectiveness and potential for quality that rivals name brands. In some cases, private labels are seen as convenient and budget-friendly alternatives that don't compromise on taste or performance.

However, there is also an acknowledgment of variability—some private labels match the quality of branded products, while others fall short. This dual perception influences consumer willingness to explore and accept these products as part of their regular shopping repertoire.

"Some are okay and really taste the same, other things you can tell it's not branded." (Female, 54)

"The convenience of its delivery and the price bracket fits my budget." (Male, 42)

"I like them as they are generally cheaper than branded products and sometimes have the same product inside." (Male, 54)

A VOTE OF CONFIDENCE

Trust in supermarket private labels builds over time through consistent quality and positive experiences. Some view these products as reliable alternatives, developed by brands they already trust for their overall shopping needs. Others find reassurance in blind taste tests or comparisons that demonstrate private labels hold their own against more established brands.

"I have a lot of trust as I consume them a lot. I don't read many articles I make my own judgments."
(Male, 23)

"Tesco only sells quality products." (Male, 38)

"Watching TV programmes that often compare them to high-end products and doing blind test and often they come out better." (Female, 46)

STORIES BEHIND TRUST

Personal stories add depth to the narrative of trust and perception. Consumers often recount experiences where private labels exceeded expectations, matching or even surpassing the quality of their branded counterparts.

"Aldi fat free greek yoghurt has the same taste and nutritional value as Fage." (Male, 39)

"Haven't had anything bad from Tesco, even the cheaper ranges are good." (Male, 38)

THE CALL OF THE PRIVATE LABEL

For many consumers, the journey to private labels begins with a simple question: why pay more? Price is a decisive factor, with shoppers recognizing that these products often provide comparable quality at a fraction of the cost.

The affordability, combined with perceived quality, makes private labels an appealing choice for those keen on stretching their budget without compromising on performance.

"The price, why pay more when the product tastes the same." (Female, 54)

"I like them as they are generally cheaper than branded products and sometimes have the same product inside." (Male, 54)

NAVIGATING THE PRIVATE LABEL MAZE

The road to embracing private labels isn't always smooth. Consumers often encounter skepticism, particularly about taste and quality. Concerns about the potential compromise in flavor or performance lead some to hesitate, especially when it comes to products like meat or specialty items.

Additionally, a lack of brand familiarity or reputation can contribute to a cautious approach, as shoppers weigh the potential risks and rewards of opting for a lesser-known label. However, these hesitations can often be overcome through positive experiences and word-of-mouth recommendations.

"Sometimes I hesitate that the taste might not be as good." (Male, 23)

"Sometimes with meat I would go one above the cheapest private label plans." (Male, 39)

"Because of the cost. I feel like I could just buy averagely priced items." (Female, 28)

THE PREMIUM PRIVATE LABEL PHENOMENON

In the bustling aisles of supermarkets, where choices abound, a new player has emerged to captivate consumers: the premium private label. Distinct from standard offerings, these products promise a touch of luxury without the exorbitant price tag. Our journey into the world of premium private labels unveils consumer perceptions, distinctions from standard labels, and their suitability for those special occasions that call for something extra.

Consumers perceive premium private labels as a step above the standard store brands, positioned to offer quality that rivals or exceeds well-known national brands. These labels are seen as a strategic move by supermarkets to cater to discerning shoppers who seek luxury at a more accessible price point.

"Premium private labels are niche, distinct, luxurious and of a higher quality than standard labels." (Male, 28)

"I understand them to be still cheaper than branded that offer that bit more quality." (Female, 46)

"Premium labels are offered by supermarkets as an alternative to the cheaper products aren't always appealing to some customers." (Female, 30)

THE DISTINCTION DILEMMA: PREMIUM VS. STANDARD

The distinction between premium and standard private labels is marked by several key factors. For many consumers, premium labels are visually differentiated through enhanced packaging and branding that conveys luxury. This distinction is not just skin-deep; consumers also report noticeable differences in quality and taste, with premium options often perceived as more carefully curated and crafted.

"The branding of the range is clear and stands out." (Male, 38)

"Premium private label is a better quality version of the standard version." (Male, 54)

"I have tried them and they often do taste higher quality." (Male, 23)

WHEN PREMIUM LABELS SHINE

Consumers often choose these products to add a touch of elegance and indulgence to their celebrations. The enhanced quality and packaging of premium private labels make them suitable for occasions where creating a positive impression is key.

For many, premium private labels strike the perfect balance between luxury and value, making them an attractive option for memorable moments.

"I consider those suitable because most people want to splash out for special occasions and use premium private branded products to create a better atmosphere." (Female, 30)

"They look better and sometimes have more choice." (Female, 28)

"They can be a treat for special occasions such as a birthday instead of a dinner out or a takeaway." (Male, 23)



MOTIVATION MATTERS: WHY GO PREMIUM?

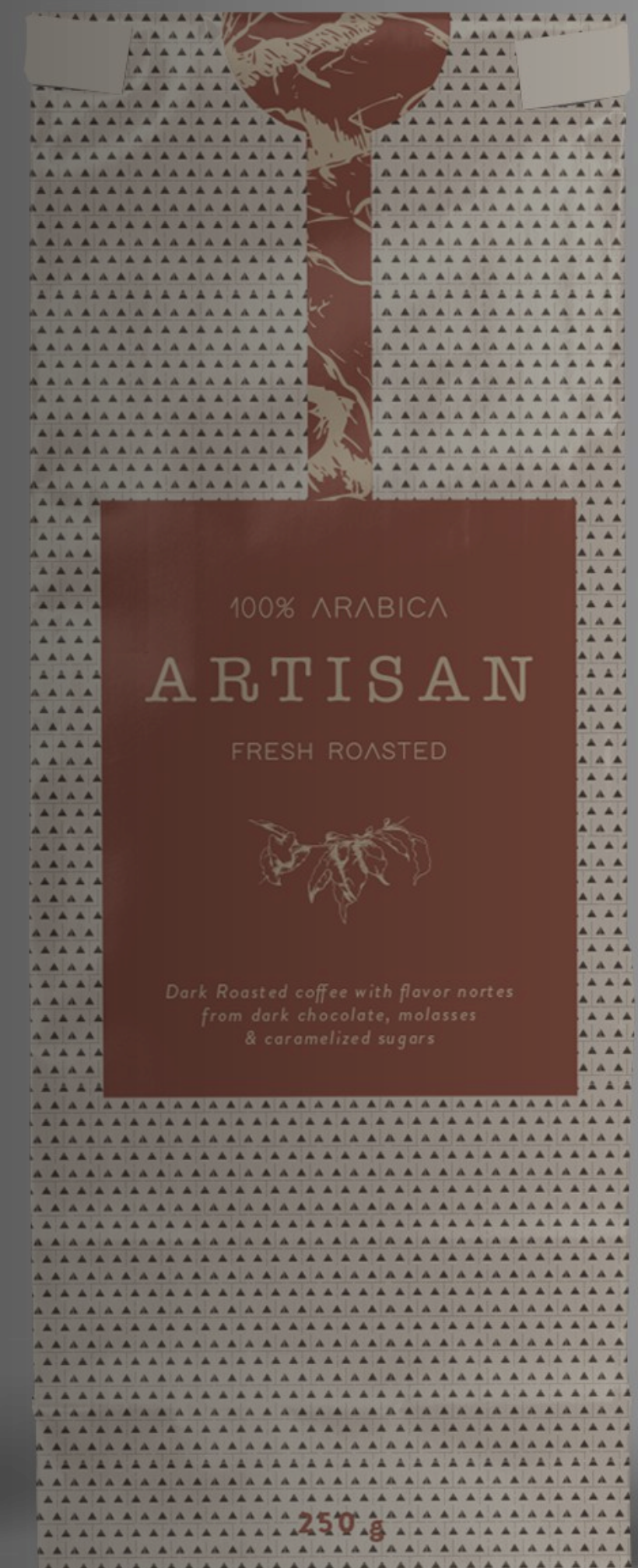
These products are perceived as a smart choice—delivering indulgence and sophistication while maintaining a balance with budget considerations.

The allure of premium private labels lies in their promise of superior quality, taste, and experience. Consumers are often motivated by the desire for a product that stands out from the ordinary, offering a taste of luxury without the corresponding price tag of high-end brands.

"I definitely feel more comfortable paying for private labels because I feel the high price usually guarantees a better quality." (Male, 28)

"It's a level above but still competitive on price against other premium brands." (Male, 38)

"I would choose premium private labels for better quality, taste, or ingredients while still saving more compared to big brands." (Male, 21)



HESITATIONS AND HURDLES

Despite their appeal, premium private labels aren't without their challenges. Consumers are often wary of paying more without a guaranteed return in quality or satisfaction. The fear of overpaying for a product that doesn't deliver on its promises can deter potential buyers, as can concerns about meeting specific dietary or personal needs.

"I may be hesitant if they are ridiculously priced and I don't feel the price matches the quality."
(Male, 28)

"Sometimes the price can be a little too high and I would consider if it's worth it for what I'm getting." (Female, 30)

"I do hesitate as sometimes you pay for one of these premium products and it is worse than the standard item." (Male, 45)

For supermarkets looking to establish a successful premium private label, simply elevating packaging and pricing isn't enough—true quality differentiation is key. Consumers expect premium private labels to rival or exceed national brands in taste, ingredients, and overall experience.

Transparency in sourcing, high-quality ingredients, and consistent product excellence are crucial to gaining and maintaining trust. Additionally, premium private labels must strike a balance between affordability and indulgence, offering a compelling reason to choose them over both standard private labels and high-end branded products.

Effective branding, clear communication of quality benefits, and consumer trust-building efforts will be the foundation for a premium private label that resonates and sustains long-term success.

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