Success Case Study: Krakowski Kredens; Premium private label for nostalgic quality-seekers

Description: The belief that private label products can stand out in their own right without necessarily using a lower price tag as the main selling point is becoming increasingly common. Such a positive perception supports the presence of premium private labels that use high-quality upscale packaging designs and indulgent complex flavors to entice shoppers. This can be seen in Poland where consumers pay significant attention not only to price but also to the nutritional and status-boosting benefits of brands they purchase.

Key Findings:

- Established in 2007 Krakowski Kredens is an exclusive private label developed for the upmarket Alma supermarket chain. Its swift success resulted in the opening of 47 independent brand stores across Poland with a plan to soon raise this to 100 and expand the chain abroad.

- The combination of a "patriotic" and upscale image with a clean-label aspect strongly differentiates the brand's products and contributes to its outstanding popularity.

"Success Case Study: Krakowski Kredens" is part of the Successes and Failures research and explores one of the most successful Polish private label brands.

- WHAT? Understand the background of Krakowski Kredens in Poland and how the brand was established.

- WHY? Discover how products' image and claims tapped into key demands of Polish consumers.

- TAKE-OUT: Learn powerful lessons from the success that can have a tangible impact on your own brand's success.

Reasons To Buy:

- Reduce the risk of failure by learning from brands/products that have under-performed: failed innovation can severely impact profit and reputation.

- Understand the relevant consumer trends and attitudes that drive and support innovation success so you can tap into what is really impacting the industry.

- Gain a broader appreciation of the fast-moving consumer goods industry by gaining insights from both within and outside of your sector.

- Access valuable strategic take-outs to help direct future decision-making and inform new product development.

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