

# DO BRAND PRODUCTS EVER DIE?

Specialist publications often ask the question: do brand products die out?

You may well have read this heading several times and believe the rumours to be true. But they are not. Something has been overlooked: 'general products' are also brand products. During their distinguished lifetime, general products give out a clear promise: the promise of the store itself. The store promises that the product functions and for this reason, the product is supported by the store. In short: 'general products' carry the 'brand' of the shop which sells them.

A contentious issue: If we assume that 'general products' and 'store types' are not 'brand products' – what are they then?

At the time of writing, it was established that just 7% of the market belonged to 'store types' and 'general products'. The remaining 93% comprised 'brand products with names'.

Nationally recognised brand products charge considerably more for their products – up to 40% more – but in quality terms are on a par with 'store types'.

This may seem incomprehensible – but the best proof of this is how enormous the power of branded goods actually is.

**Brand products live – and make full use of this.**