PLMA's 2026
STORE BRANDS
MARKETPLACE

PRIVATE LABEL TRADE SHOW

NOVEMBER 15-17 • CHICAGO



With $84 billion in Sales, Store Brand 'Cold' Departments are Hot

Cold and frozen cases have become a destination for today's informed shoppers who're looking for more than just value. They're also finding quality, convenience, sustainability and innovation amid the growing store brand assortments in those popular sections.

The tale of the checkout tape reveals that in 2025 refrigerated store brands led the pack with the highest total sales, $61 billion, and the best growth rate, plus 6.1%, among all eleven departments in the industry, while store brands in frozen rose 2.4% to $23 billion and were the fourth largest department.

PLMA's 2026 Store Brands Marketplace enables you to get hands-on with the "cold' products that can define your overall 2027 store brand strategy. From fresh prep refrigerated innovations to high-end frozen convenience choices, discover the suppliers and their fresh ideas that can convert your shoppers from samplers to loyalists.

Presented by the Private Label Manufacturers Association