2027 Private Label Health & Beauty Care Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, April 12, 2027

Private Label Leadership Summit

180 minutes

Discover what's next in private label at our **Private Label Leadership Summit**. Dive into the latest retail trends, hear directly from top executives shaping the space, and learn actionable strategies to drive collaboration and scale your business for long-term success.

Private Label Leadership Summit: The Expanding Permission of Store Brands



30 minutes

From everyday foods to personal care and wellness, store brands are testing how far shopper trust can stretch across categories, price points, and increasingly personal purchase decisions.

Store brands are earning a bigger place in the shopping basket, but shopper willingness to choose them can look very different depending on what they are buying. Saving money on crackers or milk is one decision. Switching to a store-brand vitamin, pain reliever, skincare product, or other personal-care item can require a very different level of trust. Across food, beverage, and HBC, the opportunity is to understand where price drives the decision, where quality and performance matter more, and where shoppers are willing to try, switch, or even pay more for a retailer-owned brand. The bigger question is how far store-brand trust can stretch across the basket, and whether that trust can ultimately become a reason to choose the retailer itself.

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