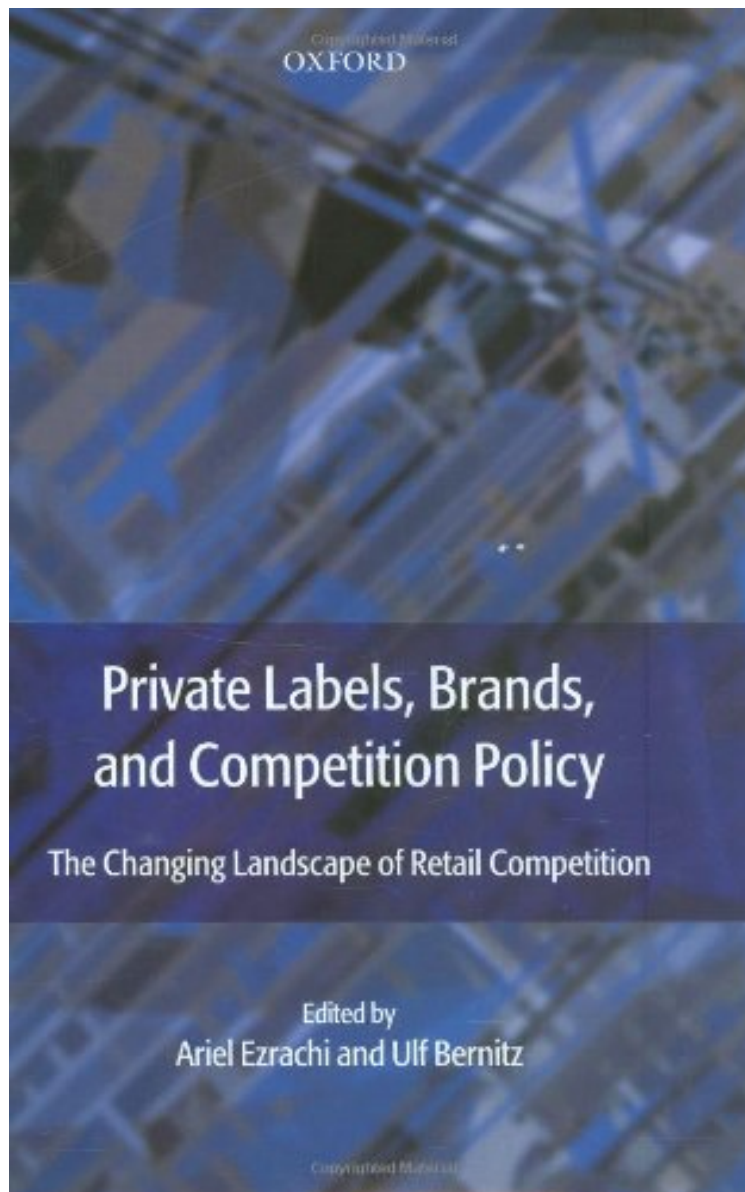


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Private Labels, Branded Goods and Competition Policy: The Changing Landscape of Retail Competition

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The growing use of private labels in recent years has affected significantly the landscape of retail competition, with major retailers no longer being confined to their traditional role as purchasers and distributors of branded goods. By selling their own-label products within their outlets they are competing with their upstream brand suppliers for sales and shelf space. This unique relationship, and the continued strengthening of private labels, raises important questions as to their pro-competitive effects and possible negative effects. This book provides an in-depth review of the range of competitive and intellectual property issues raised in connection with private brands in Europe and the US. It examines the development of private labels and their impact on retail competition, then moves on to focus on policy and questions the adequacy of current economic and legal analysis in light of the characteristics of own-label competition, and finally it presents a thorough evaluation of the legal issues in the field, including chapters on horizontal and vertical effects, dominance, mergers and acquisitions, intellectual property, copycat packaging and consumer welfare. The book contains a collection of essays reflecting the debate on the impact of private labels upon competition, investment and innovation in the retail sector. The ideas and arguments underlying the articles have been developed through a series of seminars held in the Oxford Centre for Competition Law and Policy over the last three years. Participants in these seminars have included competition officials, law academics, practitioners and representatives from industry.

This book is a broad introduction into a range of topics around the development of the FMCG industry. it addresses the relevant legal issues and provides a sound overview on case law in the US and in Europe. Some contributors venture to look at the current discussion on private label and buyer power from a superordinate, historical perspective.

* European Competition Law * An excellent understanding of the drivers of private labels using some of the best known empirical research in the area. Professor Philip Stern, Professor of Marketing, Bangor Business School. * Communications Law Issue 15.2 *About the AuthorAriel Ezrachi is the Director of The University of Oxford Centre for Competition law and Policy; Slaughter and May Lecturer in Competition Law, Oxford University; and Fellow, Pembroke College, Oxford. Ulf Bernitz is Professor of European Law at Stockholm University; and Director of The Wallenberg Foundation Oxford/Stockholm Association in European Law, Institute of European and Comparative Law, University of Oxford.