

CVP PRIVATE LABEL BRANDS

HIGHER MARGINS FOR YOU, BETTER VALUE FOR YOUR CUSTOMERS.

99.9% OF HOUSEHOLDS BUY PRIVATE LABEL

GROSS MARGINS UP TO 80%

ONE IN FIVE FOOD & NON-FOOD PRODUCTS ON THE SHELF ARE NOW PRIVATE LABEL – 20%

92% OF CONSUMERS TRUST PRIVATE LABEL AS MUCH OR MORE THAN NATIONAL BRANDS

US PRIVATE LABEL DOLLAR SALES ARE PROJECTED TO SURPASS 1/4 TRILLION DOLLARS IN 2024

Consumer Value Products (CVP) believes that quality products don't have to be expensive. We work tirelessly to ensure that our goods deliver excellence, variety, and value, saving consumers money and offering retailers high margins. Whether you are looking for household essentials, health and beauty products, something sweet or salty, or general merchandise, you can trust that CVP is the right brand for you and your customers.



To learn more about the complete line of CVP products and private label brands, visit CVPproducts.com/info

