



Aktuelle Bedeutung von Handelsmarken (German Edition)

Robert Wolf

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Hochschule für Technik, Wirtschaft und Kultur Leipzig, Sprache: Deutsch, Abstract: Sieht man sich in Deutschland in einem Vollsortiment- oder einem Discountsupermarkt um, ist zu beobachten, dass es vor allem bei den Lebensmitteln zu fast jeder Herstellermarke ein preisgünstigeres Pendant, eine sogenannte Eigenmarke des Handels (bzw. Handelsmarke), gibt. Handelsmarken nehmen einen großen Teil der Regal- und Werbefläche der Händler in Anspruch. Als Reaktion auf die Mitte der 1970er Jahren wachsende Anzahl von Discountern wie Aldi mit ihrem fast ausschließlich auf Eigenmarken basierenden Sortiment, haben die Vollsortimenter (z.B. Rewe, Edeka) Handelsmarken im Preiseinstiegssegment etabliert. Diese Eigenmarken haben sich weiterentwickelt und sind mittlerweile im Einstiegs-, im Mittel- und im Premium-Preissegment zu finden. Die vorliegende Arbeit untersucht die aktuelle Bedeutung von Handelsmarken für Konsumenten, für Hersteller von Markenartikeln und für Handelsunternehmen. Der Schwerpunkt liegt dabei im Bereich des Lebensmitteleinzelhandels in Deutschland

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