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JUL 22 Walmart's Marketside to Introduce Private Brand.

By myprivatebrand

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Yesterday, an article from Reuters announced that Walmart will be testing Marketside Private Brand products in its stores is an interesting news from the worlds largest retail. This combined with last month's announcement that the Walmart name would be added to Marketside storefronts could shape up to be a significant strategic shift. If they can successfully launch fresh Private Brand product under the Marketside name the small store could serve as an incubator and test kitchen. Done well it could build brands with significant equity and serve as a catalyst for growth for all of Walmart.

Marketside food items for sale in Wal-Mart stores

Wal-Mart Stores Inc has put on hold plans to open more of its Marketside stores, but the world's biggest retailer is testing the sale of Marketside branded food in some of its U.S. discount stores. "We are testing a number of concepts on home meal replacements and chilled entrees in select Walmart stores," Wal-Mart spokeswoman Amy Wyatt-Moore said in a statement on Monday. "The Marketside food offering in select Walmart stores is an example of that."

Read more of: [Marketside food items for sale in Wal-Mart stores](#)

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