PLMA's 2026
STORE BRANDS
MARKETPLACE

PRIVATE LABEL TRADE SHOW

NOVEMBER 15-17 • CHICAGO



Store Brand Pet Care Is Booming
Build Out Your Program at PLMA Trade Show

Pet parents are increasingly turning to store brands to keep their animals healthy and happy. Store brand pet care -- food, treats, accessories, supplies -- is booming, up nearly 5% in unit sales for 2026 following a more than 5% increase last year. You can build out your pet care portfolio by sourcing outstanding product quality, innovation, and performance at PLMA's 2026 "Store Brands Marketplace." Visitor registration is now open.

Presented by the Private Label Manufacturers Association

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