REPORT, 11 NOVEMBER 2026

Private label in Europe 2026

What brand owners in 24 European countries search for when they want a product under their own brand, by market, language and product, and what it takes to launch one.

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12,040 BUYER SEARCHES A MONTH	**24** COUNTRIES MEASURED
42.3% OF THEM IN GERMANY	**86,294** SEARCH TERMS WITH VOLUME

ABOUT THE DATA

Where the figures come from.

MARKETS	24 European countries in 19 languages

SEARCH TERMS CHECKED	167,545
WITH A MEASURABLE VOLUME	86,294
SOURCE	Google search volume, supplied by DataForSEO
DATE	11 November 2026, average monthly searches over the last 12 months
BUYER SEARCH	A product named with private label, white label, manufacturer, own brand or a trade word such as wholesale or supplier, in the local language or English

SUMMARY

The short version.

Every month there are about 12,040 Google searches in these 24 countries that name a product together with private label, white label, manufacturer, own brand or a trade word. We call these buyer searches.

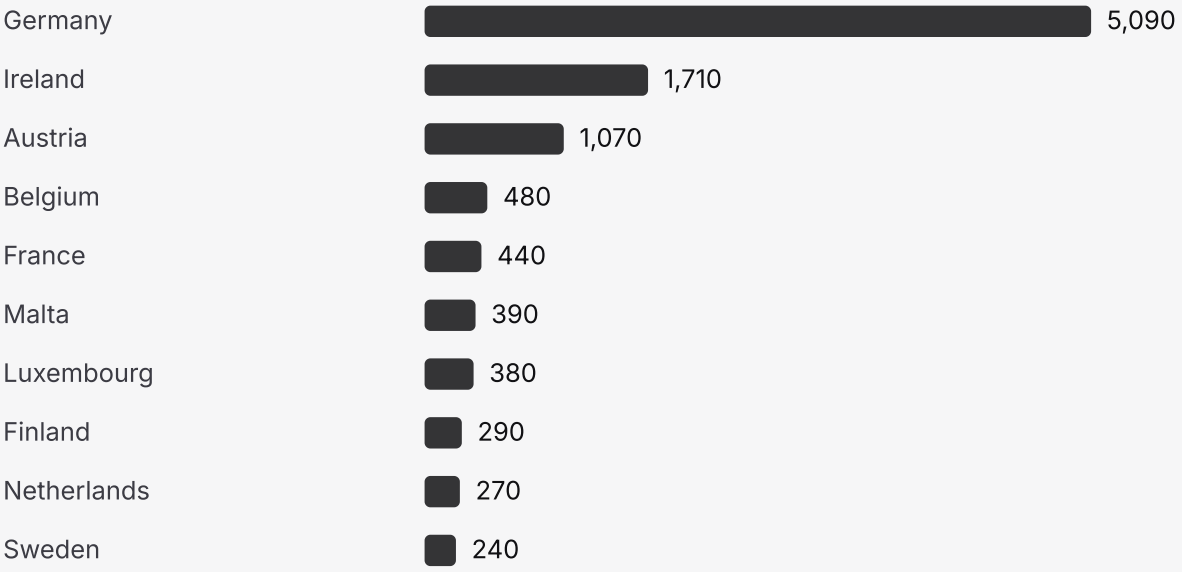
Most of those searches are in German, 6,440 of them, from Germany, Austria and Luxembourg. Food supplements lead the products, then whey and protein powder and energy drinks.

Shoppers search the same products far more often, so a page for brand owners has to speak their words, in their language.

01 — DEMAND BY MARKET

Where brand owners search.

Buyer searches a month in each country, for any product under your own brand.



Buyer searches a month, the ten largest markets. The table below gives the same figures.

COUNTRY	BUYER SEARCHES A MONTH	OF ALL BUYER SEARCHES	PRODUCTS SEARCHED MOST
Germany	5,090	42.3%	Food supplements, Whey and protein powder, Creatine
Ireland	1,710	14.2%	Whey and protein powder, Vitamins and minerals, Food supplements
Austria	1,070	8.9%	Food supplements, Whey and protein powder, Energy drinks
Belgium	480	4%	Whey and protein powder, Energy drinks, Food supplements
France	440	3.7%	Food supplements, Whey and protein powder, Energy drinks
Malta	390	3.2%	Whey and protein powder, Vitamins and minerals, Food supplements
Luxembourg	380	3.2%	Food supplements, Whey and protein powder, Energy drinks

COUNTRY	BUYER SEARCHES A MONTH	OF ALL BUYER SEARCHES	PRODUCTS SEARCHED MOST
Finland	290	2.4%	Whey and protein powder, Energy drinks, Creatine
Netherlands	270	2.2%	Energy drinks, Whey and protein powder, Creatine
Sweden	240	2%	Whey and protein powder, Food supplements, Electrolytes
Denmark	200	1.7%	Whey and protein powder, Electrolytes, Pre-workout
Hungary	160	1.3%	Energy drinks, Whey and protein powder, Electrolytes
Italy	150	1.2%	Whey and protein powder, Electrolytes, Energy drinks
Poland	150	1.2%	Whey and protein powder, Energy drinks, Functional and protein drinks
Romania	130	1.1%	Pre-workout, Whey and protein powder, Energy drinks
Greece	120	1%	Whey and protein powder, Energy drinks, Electrolytes
Bulgaria	110	0.9%	Energy drinks, Electrolytes, Whey and protein powder
Lithuania	110	0.9%	Whey and protein powder, Energy drinks, Creatine
Portugal	110	0.9%	Whey and protein powder, Creatine, Energy drinks

COUNTRY	BUYER SEARCHES A MONTH	OF ALL BUYER SEARCHES	PRODUCTS SEARCHED MOST
Croatia	100	0.8%	Whey and protein powder, Energy drinks, Electrolytes
Czechia	90	0.7%	Whey and protein powder, Energy drinks, Electrolytes
Slovakia	90	0.7%	Whey and protein powder, Energy drinks, Electrolytes
Cyprus	80	0.7%	Whey and protein powder, Energy drinks, Pre-workout
Estonia	80	0.7%	Whey and protein powder, Energy drinks, Creatine

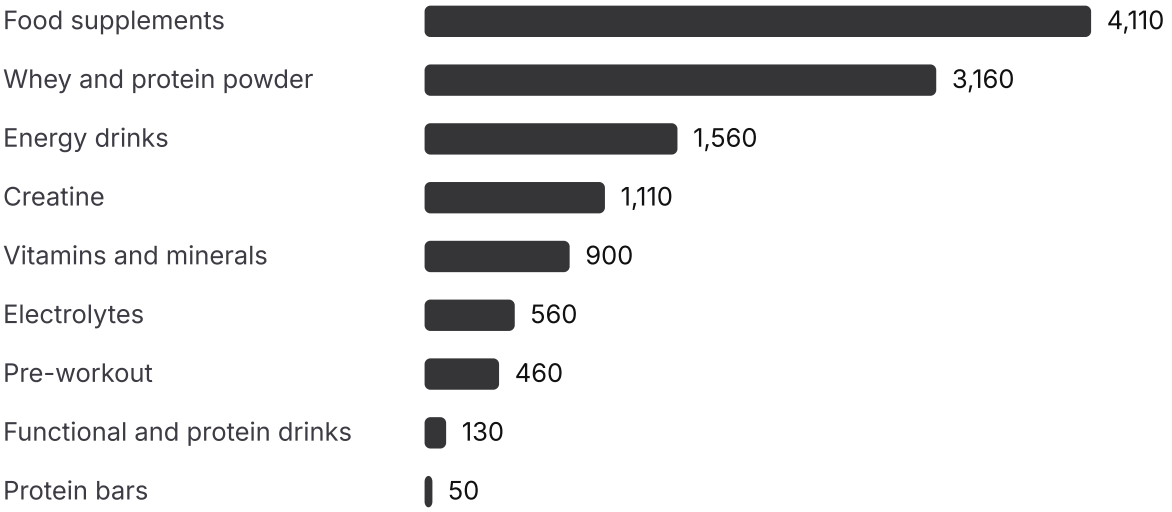
LANGUAGE	BUYER SEARCHES A MONTH
German	6,440
English	2,100
French	790
Dutch	500
Swedish	400
Greek	200
Danish	200
Hungarian	160
Italian	150

LANGUAGE	BUYER SEARCHES A MONTH
Polish	150
Finnish	130
Romanian	130
Bulgarian	110
Lithuanian	110
Portuguese	110
Croatian	100
Czech	90
Slovak	90
Estonian	80

02 — PRODUCTS

What they want made.

Buyer searches a month by product, with the searches by shoppers for the same products for scale.



Buyer searches a month by product. The table below gives the same figures.

PRODUCT	BUYER SEARCHES A MONTH	COUNTRIES	SHOPPER SEARCHES A MONTH
Food supplements	4,110	9	255,070
Whey and protein powder	3,160	24	2,133,830
Energy drinks	1,560	24	7,360
Creatine	1,110	22	650,840
Vitamins and minerals	900	7	1,356,340
Electrolytes	560	21	59,500
Pre-workout	460	11	990
Functional and protein drinks	130	8	14,440
Protein bars	50	1	2,510

COUNTRY	SEARCHED MOST, IN THE BUYERS' OWN WORDS
Germany	die besten nahrungsergänzungsmittel hersteller / nahrungsergänzungsmittel hersteller / kreatin hersteller
Ireland	wholesale whey protein suppliers / wholesale protein powder suppliers / wholesale protein powder manufacturers
Austria	kreatin hersteller / die besten nahrungsergänzungsmittel hersteller / proteinpulver hersteller
Belgium	white label whey protein / white label energy drink / white label electrolyte powder
France	marque blanche complément alimentaire / complément alimentaire marque blanche / fabricant complément alimentaire

03 — DRINKS

Own drinks, and the deposit on every can.

Brand owners search for their own energy drink or functional drink in 24 countries. Germany and Austria lead.

Own drinks are the smaller search. Together they come to about 1,690 buyer searches a month, against 4,110 for food supplements.

COUNTRY	BUYER SEARCHES A MONTH
Germany	370
Austria	170
Ireland	140

COUNTRY	BUYER SEARCHES A MONTH
Belgium	120
Netherlands	90
Finland	80
Hungary	70
France	60
Poland	60
Greece	50

In the countries below, a can sold there carries the deposit mark of the national scheme, and whoever first sells it on that market, the brand owner or its importer, registers with the scheme.

COUNTRY	SCHEME
Sweden	Pantamera
Netherlands	Statiegeld Nederland / Verpact
Germany	DPG
Finland	Palpa
Denmark	Dansk Retursystem
Norway	Infinitum
United Kingdom	UK deposit return scheme, from 2027
Ireland	Re-turn

Deposit return in each market

04 — MINIMUMS AND LEAD TIMES

What a first run takes.

The smallest run and the time from approval to delivery, for the products on our list today. Other products are made to your brief.

FAMILY	PRODUCTS	SMALLEST RUN	LEAD TIME
Drinks in cans	Amino water, Your own drink recipe	From 1,800 cans	6 to 8 weeks
Drinks in cans	Ready drink	From 480 cans	2.5 weeks after you approve the design
Powders	Clear whey isolate, Milk and egg protein blend, Whey protein concentrate	From 500 kg	16 to 20 weeks
Powders	Creatine monohydrate	From 500 jars	6 to 8 weeks
Powders	Electrolyte powder, Pre-workout essential	From 1,000 tubs or pouches	On your quote
Capsules and tablets	BCAA 2:1:1 500 mg capsules, L-theanine 100 mg with lemon balm, Resveratrol 150 mg and 1 more	From 1,000 jars	8 to 10 weeks
Capsules and tablets	Bromelain 1250 GDU with papain, Calcium 450 mg with vitamin D3, Chromium 200 µg and 25 more	From 300 jars	8 to 10 weeks
Protein bars	Multilayer protein bar 40 g, Protein bar 50 g	From 6,000 bars	From 6 weeks

Our ready drink under your label costs EUR 1.50 a can at 480 cans and EUR 0.95 at 8,400, excluding VAT. Delivered to one address, while stock lasts. The markets we deliver to are confirmed with your quote. Your cans are at your door 2.5 weeks after you approve the design. Your own drink recipe costs EUR 1.35 a can from about 1,800 cans of one flavour.

All list prices

05 — BEFORE LAUNCH

What the brand owner files.

For food supplements under your own brand in the four markets with our full guides.

COUNTRY	BUSINESS REGISTRATION	PRODUCT NOTIFICATION	LABEL LANGUAGE
United Kingdom	With your local council, at least 28 days before trading	None in Great Britain	English
Germany	With the local food control authority, before trading	BVL, per product and flavour, by the first sale	German
Netherlands	With the NVWA in MijnNVWA, free, before trading	None	Dutch
Sweden	With your municipality, trading from two weeks after	None	Swedish

United Kingdom Germany Netherlands Sweden

06 — METHOD

How it was measured.

Search volumes are Google Ads data supplied by DataForSEO on 11 November 2026, as average monthly searches over the last 12 months. They cover 24 countries in 19 languages, 167,545 search terms, 86,294 of them with a measurable volume. The countries are Germany, Ireland, Austria, Belgium, France, Malta, Luxembourg, Finland, Netherlands, Sweden, Denmark, Hungary, Italy, Poland, Romania, Greece, Bulgaria, Lithuania, Portugal, Croatia, Czechia, Slovakia, Cyprus, Estonia. The United Kingdom, Spain, Slovenia, Norway and Latvia are not in this edition.

A buyer search names a product together with private label, white label, manufacturer, own brand or a trade word such as wholesale or supplier, in the local language or in English. Shopper searches name the same products without those words. Brand names, product codes and searches with no product are left out.

Minimums and lead times are those quoted for products made under the buyer's label today. Filing lines come from our country guides, which name their sources.

07 — QUESTIONS

The short answers.

Which European market searches most for private label suppliers? +

In which language do most buyers search? +

Which product do buyers ask for most? +

How was this measured? +

Can I use the data? ×

Yes. The figures are in the CSV file and the PDF on this page. You may quote the figures with a link to this report.

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CONTACT

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