

The Best Supermarket Store Brands, According to Consumer Reports

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Buying store brands is a great way to save some money, and they're often [better or equal in quality to name brands](#). Out of 68 different supermarket chains that [Consumer Reports](#) looked at, these are the stores with the best store brands overall.

	Name Brand	Costco	Target	Trader Joe's	Walmart	Whole Foods
BACON	Oscar Mayer thick-cut \$5.50 • 16 OZ. SCORE: 74	Kirkland Signature regular sliced \$12 • 64 OZ. SCORE: 82	NA*	Trader Joe's Uncured Apple Smoked \$5 • 12 OZ. SCORE: 71	Great Value lower-sodium \$4.50 • 16 OZ. SCORE: 73	NA*
CHICKEN BROTH	Knorr Homestyle \$3.50 FOUR 4.66-OZ. CONTAINERS SCORE: 79	Kirkland Signature organic \$11.49 SIX 32-OZ. CONTAINERS SCORE: 73	Market Pantry \$1.87 • 32 OZ. SCORE: 72	Trader Joe's organic free-range \$1.99 • 32 OZ. SCORE: 67	Great Value \$1.88 • 32 OZ. SCORE: 63	365 Everyday Value organic \$1.99 • 32 OZ. SCORE: 66
COFFEE	Blue Bottle Three Africans whole-bean \$19 • 12 OZ. SCORE: 72	Kirkland Signature House Blend whole-bean \$10 • 32 OZ. SCORE: 43	Market Pantry Classic Roast ground \$6.20 • 33.9 OZ. SCORE: 31	Trader Joe's Joe whole-bean \$5 • 14 OZ. SCORE: 59	Great Value Classic Roast ground \$6 • 33.9 OZ. SCORE: 31	Allegro Organic Continent Blend ground \$9 • 12 OZ. SCORE: 70
PLAIN YOGURT	Dannon all-natural nonfat \$2.70 • 32 OZ. SCORE: 74	NA*	Market Pantry nonfat \$3.30 • 32 OZ. SCORE: 45	Trader Joe's organic low-fat \$3 • 32 OZ. SCORE: 85	Great Value nonfat \$3 • 32 OZ. SCORE: 58	365 Everyday Value organic fat-free \$3.50 • 32 OZ. SCORE: 55
VANILLA	Ben & Jerry's	Kirkland Signature super			Great Value all-natural	

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When it comes to groceries, there's no denying that store brands are usually cheaper than the name brand goods. Here is a comparison from [Consumer Reports](#) of 10 popular grocery items and the store brands that are actually better than the more expensive name brands.

Consumer Reports, widely regarded as the top source for product reviews, took a look at some popular grocery items like bacon, coffee, yogurt, toilet paper, and laundry detergent over the course of this year. They then compared a top name brand with the store brands from Costco, Target, Trader Joe's, Walmart, and Whole Foods to see what's really worth your cash. Here are the store brands with a higher rating when compared to the top name brand:

- **Bacon:** Costco's Kirkland Signature regular sliced bacon scored higher than the top name brand, with Trader Joe's and Walmart's bacon rating as near equals.
- **Yogurt:** Trader Joe's organic low-fat yogurt.

And here's some of the store brands with a similar rating when compared to the top name brand:

- **Chicken broth:** Costco's Kirkland Signature organic chicken broth and Target's Market Pantry chicken broth.
- **Dishwasher detergent:** Costco's Kirkland Signature dishwasher pacs and Walmart's Great Value powder pacs.
- **Toilet paper:** Walmart's Great Value Ultra Strong toilet paper.

The things you shouldn't skimp on include ice cream, laundry detergent, and paper products like paper towels and tissues. Store brands, or generics, have long been a [great way to save some money](#), but it's even better to see that some are better than the pricier versions. To see more comparisons check out the graphic at the link below.

For many shoppers, store brands are a make or break deal when it comes to picking where you do your grocery shopping. While many store brands will do just fine, some are clearly superior to others as a whole. Consumer Reports looked at 68 chain brands, as well as surveyed readers, and found some interesting results:

Of the 68 grocery chains in our Ratings, 49 earned average scores for quality; twelve received subpar grades—including [Walmart](#) Supercenter, the nation's largest grocer. The overall winner for the best store brands was [Trader Joe's](#), followed closely by [Wegmans](#), [Publix](#), [Costco](#), [Raley's](#), [Whole Foods Market](#), and [Harris Teeter](#).

It's not surprising that Trader Joe's is at the top considering most of their products are store branded items, along with a good chunk of Costco's inventory. What was a little surprising is that Walmart's Great Value brand isn't as great as they advertise. Something you should definitely note, however, is that almost every retailer in the report offers no-questions asked money-back satisfaction guarantees on their store branded products. So even if you can't shop at these higher-rated stores, you can probably get your money back if something isn't up to snuff.