The **2014 10th Annual Private Label Report** will be presented in Bologna on **16 January** at the upcoming Private Label tradeshow, **Marca Commerciale**, organised by **BolognaFiere** and catering for retailers and copacker companies. The workshop is scheduled for **10 a.m.** at Sala Gallery 21 – 22. The programme will also include a ceremony to award copacker companies attending the tradeshow since its first edition in 2005.

After a welcome from BolognaFiere, **Gianmaria Marzoli**, IRI Vice President will present the survey “**Market Scenarios and Competitive Positioning of Private Labels**”. This will be followed by the presentation “**Why Choose a Private Label? Results of the Shopper Behaviour Survey**” by **Professor Guido Cristini**, Lecturer in Marketing, University of Parma.

Prepared by Adem Lab, a Parma University spin off where Cristini is scientific coordinator, the study gives, inter alia, the market share trends of private label products in large scale retailing over the last five years. IRI findings show that as at August 2013 private labels accounted for 17.9% of total Hypermarket and Supermarket sales, a rise of 4% on the previous year. Premium segment and organic products recorded the best performance with value growths of 14.7% and 8.9% respectively, and volume growths of 13.2% and 5.9%. Best private label sales were seen in north-western Italy. The only market segments to show stronger growth in 2013 compared with 2012 were top-end products, fresh fruit and veg and petcare. On the copacker front, Adem Lab found greater confidence among operators as to the growth potential of private labels in the coming two-year period.

The presentation will be followed by a Round Table coordinated by Giudo Cristini. Discussants will include Francesco Avanzini, Conad, Domenico Brisigotti, Coop Italia, Davide Cozzarolo, Sigma, Gianluca Di Venanzo, Despar and Alberto Miraglia, Auchan.

**Info:**  [www.marca.bolognafiere.it](http://www.marca.bolognafiere.it)