

Due to open on the 18th January in Bologna “Marca 2017”, the two days dedicated to the world of Private Labels, organized by BolognaFiere in collaboration with ADM

**PRIVATE LABELS
THE CHALLENGE OF NEW PURCHASING PROCESSES
WILL BE THE FOCUS OF THE OPENING CONVENTION**

In **2016** Private Labels experienced a renaissance and the Private Label products continue to experience notable growth in sales. Sales of private labels in packaged mass consumer products, in fact, have reached **9.7 billion euros**, generating savings of the consumer of **1.7 billion euros**.

From this point of view, **Italian shopping baskets** have shown a continued trend towards to **private label products**, which have achieved a market share of **18.5%**. An increasing number of consumers perceive distributors' private labels as genuine brands in themselves with their own values. This year's edition of Marca is set to innovate, develop premium segments, communicate, inform, and commit to sustainable and transparent practices, while focussing on Italian identity and the fabric of small and medium-sized firms. Today's consumers are interested in keeping down costs but they also value quality products: an increase in the variety of products available has seen private label products achieve an average shelf presence of 1,384 with significant growth for the **organic sector** (+9.5%) and the **premium sector** (+11.6%).

Private labels have experienced growth because they have managed to satisfy the requirements and sensibilities of consumers that are increasingly selective concerning eating habits influenced by **principles of health and wellbeing**. Today, in fact, the products making the difference are those that range from the 'free from' sector (gluten free, lactose free, no genetically modified produce, etc.) to the enriched products (added fibre, omega 3, calcium etc.) from wholemeal products to organic products from the vegetarian and vegan products to the geographically protected PDO and PGI products to the typical specialities and local 0km products.

This is the data to emerge from the inaugural convention of “**Marca 2017**”, the annual appointment dedicated to the sector of private labels, introduced by the President of BolognaFiere, Franco Boni.

“**New purchasing processes for consumers**” is the theme of the speech by Giuseppe Minoia and Gianluca Nardone of GFK, “**The premium segment: the quality turning point for grocery retail**” by Guido Christini, professor of Marketing at the University of Parma; “**The Immagino project and new views of consumption**” by Giovanni Fantasia of Nielsen and Bruno Aceto of GS1.

“**The role of the brand (industrial and distributor brands) in light of new models**” is the theme of the round table that will follow the convention, moderated by Andrea Cabrini, Director of Class CNBC. The debate will include Marco Pedroni of Coop Italia, Alessandro d'Este of Ferrero, Valerio Di Natale of Mondelez and Maniele Tasca of Selex Commerciale.

“**Marca 2017** confirms its status as a particularly interesting event for the whole of the business world, concerning both production and distribution, that revolves around private labels. An event that invites reflection on the factors behind the success that has led private label products to assume roles as genuine brands while becoming greatly appreciated by consumers,” **claims Giorgio Santambrogio, President of ADM**. “An evolution that can be summarized by the evolution from “private label” to “distributor brand”: we are not, in fact, referring to a question of semantics but to a genuine change in positioning. If first the commercial brand expressed just an opportunity for low costs, now it identifies a world of values, of variety and innovation that have led private labels to conquer a new space and a leading role within the landscape of mass consumption”, concludes **Giorgio Santambrogio**, who will close the event with the speech “**We are the industry of commerce**”.

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