

**MARCA BY BOLOGNAFIERE CONTINUES TO GROW
TURNOVER FOR THE PRIVATE LABEL SECTOR HAS EXCEEDED 10 BILLION EUROS
FOR THE FIRST TIME
9,538 VISITORS (+21%), 706 EXHIBITORS (+15%)**

Marca by BolognaFiere, the international exhibition and conference for the sector of Private Label products continues to grow. The event, **organised by BolognaFiere in collaboration with ADM**, held its 14th edition on Wednesday 17th and Thursday 18th January at the Bologna Exhibition Centre. This year **visitor numbers reached 9,538 an increase of 21%** compared with the previous event. These undeniably positive trends can be seen alongside the increase in exhibitor numbers (706, +15% on 2017) and an increase in exhibition space sold (+11%). Four new retail distribution groups – PAM, REWE Group, Consorzio C3, Leader Price Italia – joined the Marca Scientific Technical Committee that consists of the 21 leading groups in the large scale retail trade.

The event also reinforced its international credentials, hosting 80 foreign delegations from 19 different countries in addition to a significant number of category managers from the world of retail, these results can also be credited partly to the support of ICE, the Italian agency for the internationalisation and promotion abroad of Italian businesses.

These results serve as a calling card that confirms Marca – the only event in Italy in the sector of Private Labels and the second largest in Europe – as the reference event for large retail groups, producers and Italian distributors, providing, during the two days of the event, workshops and specialist conventions to introduce the new purchasing processes and the changes taking place that are radically transforming this sector.

The entire sector is growing: Private Labels are increasingly becoming genuine brands in themselves that respond to consumers' needs alongside established industrial brands, and are achieving important results. For the first time, in fact, turnover for private label mass packaged consumer goods has exceeded **10 billion euros** and achieved a **market share of 18.7%**.

Gianpiero Calzolari, BolognaFiere President:

"The 2018 edition has given us strong confirmation. The journey that began 14 years ago has proved to be successful and has supported Italian producers also in terms of internationalisation. The data and the analysis presented at this edition have attested to the evolution of private label products that today are expressed in extremely articulated ways, from organics, the functional product lines, the excellent territorial delicacies, proclaiming also the extensive recognition of the quality of the products. Marca's success also derives from the strong collaboration established with ADM and with the leading grocery retail groups that take part in the event and play a key role in defining the Marca's development strategies."

The 2018 edition opened with the convention "*Private Labels, the value and the role for the country system*," organised by ADM in collaboration with The European House – Ambrosetti, at which, using the prestigious think tank's "Four Capitals" model, illustrated the results of the analysis of the economic, social, cognitive and environmental contribution generated by Private Labels for the country system. Speakers included **Gerd Leonhard**, CEO of The Future Agency and a highly regarded futurologist and influencer, and the president of ADM **Giorgio Santambrogio**.

"Marca 2018 has been a great success," announced Santambrogio, "precisely in the year in which Private Labels have led the way in a period of considerable dynamism. Private Labels have undergone

a transformation, becoming almost brands in themselves and what were previously defined as Private Labels have become Own Brands: no longer private because they are sold abroad and online just like products of industrial brands and are capable of providing a contribution to the entire Italian country system. Thanks to the collaboration with The European House - Ambrosetti, we illustrated the new scenario, describing it with reference to the think tank's model of the four fundamental aspects: economic, social, environmental and cognitive capital. In the not too distant future, I imagine that the Own Brands will evolve even further to establish themselves as retail powers."

At the opening of the second day, the 14th *Annual Report on the Evolution of Commercial Brands* was presented by BolognaFiere and ADM in collaboration with IRI, offering an overview of the trends that characterise the consumption of Private Labels, but also of the organisational modalities adopted by distributors to encourage innovative practices in the strategic process of Private Label management. The Report highlighted that in 2017 the sector saw an increase in turnover of **266 million euros** in mass packaged consumer goods, with an increase in **volume** of **1.7%** and of **overall value** of **2.7%**.

"Consumer interest is particularly focused on those segments that are at the top end of the market (organic, functional, environmentally friendly, and "free from" products), regarding which consumers are increasingly discerning in terms of quality, sustainability and security. Grocery retail has now become a great hub for quality, thanks to a process of upgrading of the production chain that can be seen in the resulting products. This, I believe will be the key message today," announced **Guido Cristini**, Professor at the Marketing Faculty at the University of Parma, while speaking on the sidelines of the conference.

"*The sector is going well, we are optimistic and figures confirm this. We have been producing this report on commercial brands for 14 years and in recent years I have to say that there is a lively feeling both among distribution companies and co-packers, which has reinvigorated the world of commercial brands,*" commented **Gianmaria Marzoli**, Vice President Retail IRI.

One of the significant events at Marca 2018 was the presentation of the **ADI Packaging Award**. In its third edition, the award came into being thanks to a project by **ADI, the Association for Industrial Design** and aims to showcase the most innovative products in the Italian packaging sector: the award was won by two products in the food sector and two in the non food sector. A further product was selected for an Honourable Mention.

In the former category the winners were Azienda Pedon for its product *Happy Veggie* and Buona Compagnia Gourmet for its *Patamore*; in the non food sector the winners were Kastania for *Kastania* and Clendy for *Igiene Casa*. The Honourable Mention went to Italia Zuccheri for the product *Una scelta di valore*.

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