

**Marca by BolognaFiere: appointment on January 16 and 17, 2024
for an even more growing 20th edition**

7 exhibition halls and 3 entrances for a dynamic, functional and expanding event and layout

After the success of January 2023, **Marca by BolognaFiere** is preparing to celebrate its 20th birthday aware of being an essential reference point for companies, professionals and buyers operating in the Private Label and Modern Distribution Organization market.

A growth and strategic positioning for **Marca by BolognaFiere** that in the last five years has confirmed the growth of the PL market in Italy, which **closed 2022 with a positive sign and a total turnover of 13.1 billion euros, up 12% on the previous year and a 20.9% share of the LCC (+1.2 percent on 2021)**. Private label is also growing in "real" terms, registering a volume trend of +2.9% despite the high impacts of inflation (source: XIX Marca by BolognaFiere Report by IRI-Information Resources).

TOWARDS MARCA BY BOLOGNAFIERE 2024

Ahead of the 20th edition, planning activities are already underway to further increase the representation of domestic and international buyers and visitors, for whom **Marca by BolognaFiere** increasingly clearly qualifies as the **key appointment to discover the best offer for private label products**.

If the presence at the event of the main **large-scale retailer groups** is confirmed thanks to the close collaboration with **ADM - Associazione Distribuzione Moderna**, the sector's business community will also have an extra pavilion at its disposal for 2024 - for a total of 7 - further confirming the growth expected for the event and the excellent performance of private label in both Italy and Europe.

In this new layout, with even larger, usable and well-organized spaces (3 visitor entrances), the food segment will continue to play a major role, with a significant representation of companies that will bring novelties and trendy products to the fair. At the same time, further expansion is expected for non-food: increasing in this area are the home care and personal care products, with specific attention to the issues of effectiveness and sustainability, especially for solutions related to packaging, services and logistics.

The event's two thematic salons are confirmed for 2024: growing both in terms of exhibition space and exhibitors. **Marca Fresh**, organized by BolognaFiere in collaboration with SGMarketing, is the format dedicated to sustainable innovation in the fresh segment that will reach its fourth edition next year, building on the excellent results achieved in 2023 (**900 sq. m. with more than 50 exhibitors**), and will continue to provide space for thematic sharing and in-depth analysis with a rich program of meetings, presentations and successful case histories. A more than positive trend also for **Marca Tech**, at its 10th edition with **1,500 sq. m. and more than 60 companies**, as a key hub for the PL supply chain: packaging, logistics, raw materials, ingredients, technology and services in an innovative and sustainable key.

The action of **Marca by BolognaFiere**, through its network of agents and institutional channels, on the internationalization and export front continues and intensifies, with the aim of securing an increasing number of international chains present in January 2024 and facilitating the entry of Italian companies into foreign markets. In this sense, particular attention will be paid to the new edition of the **Private Label Selection (IPLS) Award**, to identify the ten most interesting and innovative branded products for international markets.

The appointment with all the novelties of the 20th edition of Marca by BolognaFiere is at the Bologna Exhibition Center on January 16 and 17, 2024.

SUCCESS IN NUMBERS: DATA FROM THE 2023 EDITION

The latest edition of **Marca by BolognaFiere** saw the participation of more than **17,000 operators (+40% compared to 2022)** engaged in visiting **over 24,000 sq.m net exhibition space (+15% over 2022)** and **862 exhibiting companies (+10%)**, present at the fair with more than **2,500 brands** and a huge **qualitative investment** for their stands. Increasingly satisfied with the merchandise offerings were international buyers, who, with more than 200 foreign delegations from over 50 countries, initiated more than **3,000 B2B meetings** with exhibiting companies in January.

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