

CONSUMPTION, NEW TRENDS: TRADITIONAL, ORGANIC AND HEALTH-CONSCIOUS PRODUCTS AT “MARCA 2017” AN OVERVIEW OF PRIVATE LABEL PRODUCTS

In one month’s time in Bologna the large international event for private labels is set to take place. Marca 2017 will include research, conventions and awards for the development of the private label market in Italy and abroad.

The dietary habits of Italian consumers are changing. There is an increasing focus on quality and local food and wine traditions. The number of consumers of organic, sustainable and health products is growing. The approach to purchasing is also transforming, with an increasing use of ecommerce and even the packaging sector is experimenting with new materials and technologies. These are some of the themes that will be examined in-depth during “Marca 2017”, the 13th edition of the international event for Private Label Products. Organized by BolognaFiere in collaboration with ADM, the association that represents the companies operating in the sector of grocery retail in their relationships with producers. The fair will take place on the 18th and 19th January 2017 at the Bologna Exhibition Centre. One month ahead of the opening of the event, the number of co-packer companies due to exhibit there continues to grow (over 100 new companies), as does also the exhibition space (around 29 thousand m² spread over three pavilions), while the attendance of the leading groups from grocery retail has been confirmed.

The programme for “Marca 2017” will begin on Monday 18th January with the inaugural convention on the theme “Private labels and the challenge of new purchasing processes”, organized by ADM: the convention will also include the presentation of research and reflections, made using the very latest analytical tools, on consumer behaviour and will offer comparisons between the industry and distribution on the roles of the industrial and distributional brands. This will be followed by the convention “The commercial brand: the industry point of view”, organized by IBC, the Association of Consumer Goods Industries, during which will be presented new research on the strategic and operative implications for the industry of the growth in popularity of private label products. Again on the 18th January is the workshop “Sustainable Packaging: from eco-planning to intelligent logistics”, organized by Be-Ma Editrice and BolognaFiere in which there will be a special discussion on the themes of eco-efficient packaging and “smart packaging”.

Further events are planned for Thursday 19th January. The morning will begin with the convention “Private Labels in the premium segment: the success of tradition and innovation”, organized by AdemLab and by BolognaFiere: during this event “The 13th Report on the evolution of private label products in Italy”, developed using the latest data from IRI will be presented. The convention will conclude with a round table discussion including the participation of top managers from important groups in grocery retail. This will be followed by the convention “Organics, a safe business”, organized by ADM and AssoBio. As part of “Marca 2017” some important prizes will be awarded: “The ADI Packaging Design Award”, the prize, which originated in a project by ADI (the Association for Industrial Design), for the most innovative products in the Italian packaging sector and also the “Think Tank Award”, the GDO Week prize for the most innovative projects developed young people for the retail sector.

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Marca 2017
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