

SPACES SOLD OUT FOR MARCA 2016, THE EVENT FOR PRIVATE LABEL PRODUCTS SET TO TAKE PLACE ON THE 13TH AND 14TH JANUARY CONSUMPTION: GROWTH IN PREMIUM AND ORGANIC PRODUCTS

Marca 2016 is growing: the international event for Private Label products organized by BolognaFiere in collaboration with ADM is set to take place on the 13th and 14th January at the Bologna Exhibition Centre. A month before the event opens, spaces had already sold out in spite of the addition of an extra pavilion. During this phase of the market Italian revenues from distributors own brands are rising: in the first 9 months of this year total sales reached 9.548 million euro, an increase of 0.1% compared with 9.536 million in the same period for 2014. Worth highlighting is the increase in premium and organic products and also an increase in the number of references. Sales volumes, however, showed a contraction of -1.5% in the period from January to September 2015 compared with the same period last year. These figures are from the “12th Marca Report on the evolution of distributors own brand products,” which will be presented at Marca 2016.

According to this Report by BolognaFiere, elaborated by Adem Lab and based on IRI data, in the first 9 months of this year the market share for distributors’ private label brands within the sector of packaged mass consumption was stable in the sector of hypermarkets and supermarkets (18.2% compared with 18.4% for the same period last year), while the figure was growing for the discount supermarkets (53.9% compared with 51.5% in 2014). The types of products showing most convincing growth were the high quality premium products (for a value of 606.0 million euros in the period from January to September 2015, equal to +13.1% compared with the same period in 2014), and organic products (546.6 million equal to +10.8%). Also increasing is the number of references to distributors’ private label brands: for discount supermarkets this reached 1,173, supermarkets 1,339, while for hypermarkets 2,078.

“Marca is the only Italian event for Distributors’ own brand products and it is the second largest event of its kind in Europe and among the world’s leading events. It is organized by BolognaFiere in collaboration with ADM. So far the participation of the following leading groups from the sector of grocery retail has been confirmed: Auchan, Carrefour, Conad, Coop, Coralis, S&C Consorzio Distribuzione Italia, Crai, Despar, Iper, Italy Discount, Marr, Metro, Selex, Sigma, Simply, Sisa, Risparmio Casa, Tigoà, TuoDì, Unes, Vègè.

The programme for the event will include workshops and specialist conferences on the most pertinent themes for the sector of Grocery Retail.

Further information can be found at www.marca.bolognafiere.it

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Marca 2016
Press Office
Mediarkè srl
Tel: +39 0645476584
Mail: marca.ufficiostampa@mediarke.it

ADM, Opening Conference
Press Office

Beatrice Caputo, Eleonora Bresesti, Mickol Lopez
tel: +39 02 725851
mail: beatricec@bpress.it; eleonorab@bpress.it;
mickoll@bpress.it



BolognaFiere SpA
Press Office
Gregory Picco
tel: +39 051 282862
mail: gregory.picco@bolognafiere.it