

ECONOMY: THE LARGE GROUPS SET THEIR SIGHTS ON PRIVATE LABELS FOR THE FIRST TIME CARREFOUR, METRO AND IPER ARE DUE TO ATTEND “MARCA 2016”

**The Bologna event for private labels and own brand products is growing
Also increasing is the number of co-packing companies**

Important new additions for “Marca 2016”, the second largest event in Europe for private label products. Also Carrefour, Metro and Iper will be attending for the first time at the International Exhibition that will take place on the 13th and 14th January 2016 in Bologna. Three months out from the event organized by BolognaFiere in cooperation with ADM, the addition of these three prestigious groups demonstrates the vitality of the sector of Modern Mass Distribution, which bases a significant part of its own strategy on the development of own brand products. There will be, therefore, 21 large groups present at the important event in Bologna. An increase in the number of participating companies involved in production is also forecast. ADEM Lab of the University of Parma estimates that the number of co-packer businesses active in Italy is around 1,400, the majority of these are small and medium sized firms: 90%, in fact, have a turnover of less than 50 million euros. Private label products currently reach 18.2% of the national market for packaged mass consumption goods, in line with the figures expressed last year, however, a new increase is forecast beginning from 2016.

“2015 can be defined as a year of transition for the majority of brands involved in Modern Mass Distribution operating in Italy in terms of branded products,” commented professor Guido Cristini of the University of Parma and scientific coordinator of the Observatory of Private Labels. “In fact, from data collected by our Observatory it is clear that this year some of the distributors have promoted new strategies to boost business: these are set to be implemented during 2016. In light of the situation it is reasonable to expect a change in direction concerning the market in Modern Mass Distribution that, after two years of substantial stagnation, could recover its development to become more in line with what has occurred over the last decade. The progress of the market share will be led not only by the ‘standard’ own brands, but also by the premium section of brands with the enlargement of an assortment both in existing categories and also with the entrance of new market segments, for example, organic and ‘free from’ products, in addition to lines for children, in order to meet the evolving demands of the final consumers”.

“Marca is the only Italian event for private label products and is organized by BolognaFiere in cooperation with ADM. The programme for the 2016 edition includes workshops and specialist conferences on the latest themes in the sector of Modern Mass Distribution. The event represents an excellent opportunity for the key players from the world of production and the leaders in the Italian and international distribution systems to meet and discuss the most important issues, in a single venue. So far participation has been confirmed for the following groups: Auchan, Carrefour, Conad, Coop, Coralis, Consorzio Distribuzione, Crai, Despar, Iper, Italy Discount, Marr, Metro, Selex, Sigma, Simply, Sisa, Risparmio Casa, TuoDi, Unes, Vègè. The 2015 edition enjoyed the participation of 481 exhibitors and almost 7 thousand professional operators (data from ISF CERT), while 564 B2B meetings were held with buyers from large international chains. Further information can be found at www.marca.bolognafiere.it.

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