

## **CONSUMPTION: GROWTH RETURNS TO PRIVATE LABEL MARKET THE OVERVIEW OF THE MARKET AT “MARCA 2017” AT BOLOGNAFIERE**

Growth has returned to the Private Label market for those products that are sold within grocery retail outlets with the same brand or with brands connected to the distributor. 2016 saw an increase of +1.7% in the value and +0.2% in volume compared with the same period in 2015, reaching a market share of 18.5%. Last September the revenues for hypermarket, supermarket and free service channels reached 9.76 billion euros, with a particular success for the discount supermarket sector, in which private labels reached a share of 54%. These are the initial figures from the 13<sup>th</sup> Marca/BolognaFiere Report on the progress of private label products, a report that will be presented in full at “Marca 2017”, the international exhibition for private label products organized by BolognaFiere in collaboration with ADM, the Association that represents grocery retail groups in their relationships with production. The Fair, in its 13<sup>th</sup> edition, will take place on the 18<sup>th</sup> and 19<sup>th</sup> of January at the Bologna Exhibition Centre.

According to the new Marca/BolognaFiere report, elaborated by Adem Lab – University of Parma and based on research commissioned by IRI, consumers are buying an increasing quantity of private label products in the premium high quality segments: the growth of this segment, which in the first nine months of 2016 reached 1.32 billion euro, was driven by organic products (+16.1% in value and +14.4% in volume) and by premium products (+13.8% in value and +12.4% in volume). In Parallel there was an increase in the variety of private label products across all distribution channels offering greater choice to consumers, in particular in supermarkets (1415 references, +49 compared with 2015), in free service (799, +40) and in hypermarkets (2091, +6). Growth also recovered for the private label sector in the south of Italy: during 2016 sales trends (+0.6%) overtook the national average even though complete convergence is still some distance away as private labels in the south have a 13.2% market share compared with the Italian average of 18.5%.

Only a few days remain before the inauguration of “Marca 2017”, an edition that has already sold out the exhibition space, with an increase in the number of co-packer companies exhibiting (615 companies, +16.5% compared with the 2016 edition) and a growth in exhibition space (around 29 thousand m<sup>2</sup>, +12%) developed across three new pavilions. The attendance of all of the leading groups in grocery retail has been confirmed: Auchan, Carrefour, Conad, S&C-Consorzio Distribuzione Italia, Coop, Coralis, Crai, Despar, Iper, Italy Discount, Marr, Selex, Sigma, Simply, Sisa, Risparmio Casa, Tigotà, TuoDi, Unes, Vègè. The event programme includes workshops, specialist conventions on the latest issues in the sector of grocery retail. Further information is available on [www.marca.bolognafierte.it](http://www.marca.bolognafierte.it).

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