

**AT MARCA 2018 THE PRESENTATION OF THE 14<sup>TH</sup> REPORT  
ON PRIVATE LABELS FOR PACKAGED CONSUMER GOODS:  
+ 266 MILLION EUROS, SALES + 2,7% (IN VALUE), + 1,7% (IN VOLUME).  
IN THE SECTOR OF DISCOUNT SUPERMARKETS PRIVATE LABELS  
HAVE A MARKET SHARE OF OVER 57%.  
AT THE FOREFRONT ARE HIGHER END PRODUCTS:  
PREMIUM + 17,9%, ORGANIC-ECOLOGICAL + 10,5%, FUNCTIONAL + 10,2%.**

Again in 2017, **Private Label brands** increased their share of the market for packaged consumer goods with growth of 266 million euros. In particular, leading the way for the sector are the higher end products in the segments of **Premium +17,9%, Organic-Ecological +10,5% and functional + 10,2%**. Once again, market research has demonstrated how the Private Label brands are now synonymous with high quality and are positioning themselves as genuine brands in their own right.

Also in the **discount** supermarkets Private Labels are growing. In this particular sector the market share exceeded 57%, up by 3.1% compared with 2016. During 2017 the trend for sales of Private Label goods (+4.1%) substantially exceeded the national average (+2-3%), but the differences across the country are still evident: the share in the south is 13.1% compared with 18.5% for Italy as a whole.

These figures and more will be discussed at **MARCA by BolognaFiere – the Private Label Conference and Exhibition (17<sup>th</sup> and 18<sup>th</sup> January 2018 at the Bologna Exhibition Centre)**, organised by **BolognaFiere**, in collaboration with **ADM** (Association for Modern Distribution). On Thursday morning at 10am in Gallery Hall, Pavilions 21-22, the 14<sup>th</sup> Annual Report on the evolution of Commercial Brands compiled by the **MARCA – BolognaFiere Observatory** and in collaboration with **IRI** will be presented. Speakers include: Gianmaria Marzoli (Vice President Retail IRI), Guido Cristini (University of Parma), Francesco Avanzini (Commercial Director of CONAD), Marco Bordoli (CEO of CRAI), Mario Gasbarrino (President and CEO of UNES), Maura Latini (General Manager of COOP Italia).

Following the introductory greetings from Gianpiero Calzolari, President of BolognaFiere and of Granarolo, and Giorgio Santambrogio, President of ADM Italy, discussions will focus on private labels and innovation, the main trends and the strategies for organisation. The conference will be divided into **three parts**: the presentation by IRI of the data relating to trends in the Italian market, with a particular focus on how to respond to customers' new requirements; illustrations of the results of an investigation into the **strategies adopted by distributors** to encourage innovation in the management of Private Labels and the identification of factors to facilitate the orientation of innovation among retail groups; and finally **discussion panels** with the top managers from the leading groups in grocery retail.

Marca is Europe's second largest Fair for the sector and a reference point for the business community for Private Label products and the only event in the sector in which the leading Grocery Retail groups participate with their own exhibition spaces.