

MARCA PET IN PARTNERSHIP WITH ZOOMARK INTERNATIONAL

JANUARY 13 AND 14 AT BOLOGNAFIERE

A significant opportunity for petcare companies in the compartment or Private Label products.

A new opportunity for companies in the Pet sector to boost their presence in the private label compartment, which is experiencing significant growth in Grocery Retail, by participating at MarcabyBolognaFiere 2021, the leading Italian B2B event for Private Label products.

Marca Pet in partnership with Zoomark International is the name of the collective event where interested companies can take part in a themed area dedicated to the pet sector; an opportunity that will not preclude, however, the companies from participating individually at MarcabyBolognaFiere 2021.

Among the strategic factors that enable participants at the event to activate important commercial relationships, in a compartment that is notably dynamic, is the **marked specialization of the operators** that every year visit MarcabyBolognaFiere and the **presence at the Fair of the leading players in Grocery Retail**.

Products in the petcare segment have seen positive growth in terms of commercial distribution: +3.7% and, in this scenario, private labels are playing an increasingly central role – both in terms of purchases in the traditional channels (retail points) and for those online – with a share of over 20% (1.8 points higher compared with 2019) and a peak of 21.1% achieved during the lockdown.

The pet sector in particular over the last year has seen a consolidation of the share of private labels, estimated at 20.9%: effectively one in five products for pets purchased in grocery retail is a private label product.

Marca Pet in partnership with Zoomark International will offer unique opportunities for B2B meetings with buyers and category managers from the leading international chains. The unique and original formula of MarcabyBolognaFiere involves the presence at the fair of the leading retail groups as well as suppliers in a mix that maximises the potential for networking and developing commercial contacts.

The event is promoting important strategies to develop an increasingly extensive presence of private label products across all channels.

Other notable initiatives at MarcabyBolognaFiere 2021 are: the area **Marca Fresh**, which will return in an expanded version (also in the light of the growing market interest from customers in products in this segment); the new section **Marca Wine** that will offer the leading wine producers the opportunity to interact and dialogue with Grocery Retail players in order to reinforce the presence of their products on the shelves of retail points and the new space **Free From Hub**, dedicated to free-from products that will be one of the focuses of the event. In parallel the Fair is promoting important synergies to support the widespread distribution of private label products also across digital channels.

MarcabyBolognFiere 2021 will take place in person and in safety at the Bologna Exhibition Centre. Safety is one of the key themes of the coming edition and will concern every aspect of the Fair experience: from the online purchase of entrance tickets, which will also enable visitor verification and profiling at MarcabyBolognFiere 2021, to the application of protocols that will see the meticulous and frequent sanitisation of the spaces, from temperature checks on arrival at the Fair to social distancing, from the use of face masks to Wi-Fi control systems to monitor visitor flows and congregations in areas of the exhibition space, just to name some of the procedures that will give visitors the peace of mind to focus on business and developing commercial relationships.

MarcabyBolognFiere on January 13 and 14, 2021, in Bologna.

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