

THE NEW “WINE AREA” AT MARCABYBOLOGNAFIERE 2021

The exhibition line up at the leading event for Private Labels is expanding with a new initiative dedicated to a high profile ‘made in Italy’ product that is diversifying its sales channels and reaching new consumers

Bologna, 7 September 2020 – MarcabyBolognaFiere is the leading event for the Private Label market, where Grocery Retail players have a central role. Organised by BolognaFiere in collaboration with ADM, the Italian Grocery Retail Association, the event is boosting its exhibition line up and including among the new features for 2021 a new space dedicated to **WINE**. The WINE AREA has a strategic goal in terms of business: to provide the best wine producers opportunities to meet and network with Grocery Retail players and reinforce the presence of their products on the shelves of sales points. An exhibition platform will be available for producers who will benefit from the best possible conditions for planning and developing their commercial strategies together with the retail groups that will play a central role at the event.

The substantial increase of wine purchases in **Grocery Retail** has made this channel one of the leading markets for the wine sector. The ever higher quality of **Private Label** wines – **be they designated origin, IGP or regular wines** – available from **Grocery Retail** groups has changed consumers’ perceptions of this product, which is gradually earning important market shares also in traditional channels, marking an overall change in sales trends.

The market analysis highlights the dynamism of the WINE compartment: sales of wine and sparkling wine, in the first months of 2020 increased by 7.4% in value: +8.2% for wines and +4% for sparkling wines. Notable also was the variety of wines on offer: on average, consumers could choose from around 400 wines on the retail shelves (around 130 per shop with a surface area of less than 400 square metres and almost 700 for hypermarkets). These figures reflect the needs of consumers that are passionate and knowledgeable about wines.

The total market for sparkling wine, during the first six months of the year recorded revenues of one billion euros and is estimated to increase by more than double over twelve months.

In this scenario Private Labels have made up about 9.7% of the market share (+0.3) since the beginning of the year, making up ground both in terms of value and growth of market share. Wine sales experienced substantial growth in terms of value, while for sparkling wine the pandemic (which began in the early months of the year) led to a slowing down in terms of the usual trends for the period. The lockdown did, however, boost overall wine sales, consolidating a trend that began a few years ago. In this segment, growth of Private Labels exceeded 10% in value in 2020; in the month of March 2020 the market share reached 11%.

Source: Studies by IRI

Wine is therefore a dynamic compartment that MarcabyBolognaFiere 2021, which is scheduled to take place on 13 and 14 January, will reserve a space and in-depth sessions in the WINE AREA and to which the event has dedicated a webinar that stimulated substantial interest from operators in the market.

The speeches and analysis of market scenarios presented during the event highlighted that the various types of Wine in which Private Label's are becoming more widespread offer further promising development opportunities that can be seized by capitalising on the presence of the product within the retail distribution space.

Furthermore, in terms of shelf price, Private Label wines work out on average 15 points lower than the leader/follower products, thereby boosting purchase opportunities; finally, they can also benefit from institutional communications that indirectly support the brands.

The webinar is available online <https://www.youtube.com/watch?v=iu2rDEb-tYw&feature=youtu.be>.

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