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Press Release

PRIVATE LABEL PRODUCTS: WHAT CONSUMERS THINK

Private Labels under the microscopes of both of The European House – Ambrosetti and IPSOS at the MarcabyBolognafiere inaugural conference on 19 January 2022

Bologna, 13 December 2021 – The inaugural conference of the event MarcabyBolognafiere will be held on the morning of 19 January 2022 at the Bologna Exhibition Centre. The conference will take place in person at its original venue and in its role as the precursor to the event, offering a unique perspective on Private Labels and the consumer. Exploring the scenario through two different approaches in parallel but integrated into a study from various perspectives, will be The European House - Ambrosetti and, for the first time, an IPSOS survey that will be presented at the conference.

The inaugural event, organised by BolognaFiere in cooperation with ADM, the Italian Grocery Retail Association, will see the participation of leading representatives from retail, industry and the political and institutional world. More than 700 exhibitors have already registered to take part in the exhibition, including the main suppliers of Private Label products and leading Grocery Retail groups.

The **European House – Ambrosetti** study, "*Private Labels and consumers in a changing society*", which will be presented by Managing Partner & CEO **Valerio De Molli**, will analyse the contribution of Private Labels to the creation of value for the country system, highlighting the contribution of Private Labels to the sustainable growth of the agri-food sector. The central part of the study will investigate the consumer's relationship with Private Labels in the aftermath of the COVID-19 crisis, the evolution of consumer preferences expected in the coming years and its impact on the Private Label offer.

The **IPSOS** study will be presented by **Nando Pagnoncelli**, Chairman of IPSOS, and will analyse a largely unexplored perspective on the value of the Private Labels, i.e. the distinctive features revealed by the relationship with the consumer.

The inaugural Conference will be presented at a meeting with the press in Milan on Tuesday 11 January 2022.

Attached is an archive image of the MarcabyBolognafiere inaugural Conference.

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