

Marca by BolognaFiere: a 20th edition in style.

20% increase in exhibition space, international buyers grow

Circana for Marca Observatory confirms 16.7% growth in private label at the end of September

After the success of 2023, the 20th edition of **Marca by BolognaFiere**, scheduled for **January 16 and 17, 2024**, is preparing to be the largest ever: **7 halls** engaged for the many companies that will **occupy the 25.000 net square meters of exhibition space**, an **increase of 20%** over last year, joined by the most important retailers in the large-scale sector that make up the event's Technical Scientific Committee: **Agorà Network, Brico Io, Carrefour, Conad, Consorzio C3, Coop, Coralis, Cortilia, Crai, D.It - Distribuzione Italiana, Decò, Despar, Ergon, Italy Discount, Lekkerland, Marr, Md, Risparmio Casa, Selex, S & C Consorzio Distribuzione Italia** and **Végé**.

The event's growth is also confirmed by the excellent sales data for private label products. As **Circana** certifies for the *Marca by BolognaFiere Observatory*, in **September 2023** the private label put up a **value growth of 16,7%**, reaching **22,1 quota points**, an increase of **+1,3 points** compared to the same period in 2022. **Growth also confirmed in "real" terms**, with a **volume increase of +4,1%**.

A positive trend that reveals how Private Label is increasingly present in the shopping carts of Italians, due to the trust placed by consumers in the quality of products, playing a major role in the country's economy, despite the uncertainty surrounding the scenario of the period.

With the strategic and dimensional growth of the Private Label market and the event, the interest of international buyers is also increasing. Thanks to the foreign promotion activities put in place by BolognaFiere and the collaboration of **ICE-Agenzia**, the participation of buyers from **Argentina, Austria, Belgium, Brazil, Canada, China, Cyprus, Colombia, Costa Rica, Croatia, Denmark, Ecuador, France, Georgia, Germany, Japan, Great Britain, Greece, Kosovo, the Netherlands, Paraguay, Peru, Serbia, Slovakia, Spain, the United States, Sweden** and **Hungary** is already confirmed.

Food will continue to play the predominant role at the event, but the **non-food** exhibition area expands too, particularly the products for home, pet and personal care.

Also doubling the exhibition area and the number of registered companies are **Marca Fresh** and **Marca Tech**.

Marca Fresh, organized in collaboration with SGMarketing, is gathering important memberships of companies specializing in fresh and ultra-fresh products and will offer a rich program of conferences dedicated to innovations in the sector and sustainability.

Marca Tech is the exhibition area dedicated to companies in packaging, logistics, raw materials, ingredients, technology and services for large-scale retailers. It will celebrate its first 10 years in January and will be the stage to address, with an innovative and sustainable approach, topics reliable to the supply chain of private label products.

At **Marca by BolognaFiere** takes new shape the **International Private Label Show (IPLS)**, an exhibition area dedicated to companies' innovative products, grouped according to **8 industry megatrends** indicated

by **Expertise On Field- IPLC.**

It will be a journey through the product innovations of the territory, innovations dedicated to wellness and health, Free From / Rich In products, Flexitarian / Vegetarian / Vegan food, ready-to-eat (also for Food Service and Ho.Re.Ca), innovative or reduced Packaging, Made in Italy, Sustainability.

As always, Marca by BolognaFiere will be inaugurated by the conference sponsored by **ADM - Associazione Distribuzione Moderna**, BolognaFiere's historical partner in organizing the event, during which the Ambrosetti Report on the Private Label will be presented. This will be followed by the presentation of the **20th Marca by BolognaFiere Report**, entrusted to **Circana**.

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