

Record numbers for Marca by BolognaFiere 2024

Over 1.000 exhibitors, 22 Retailers, 7 halls and 26.000 square metres of net area

Appointment on 16 and 17 January 2024 at the Bologna Exhibition Centre with the 20th edition of the only Italian event dedicated to the private label.

Marca by BolognaFiere's growth is reflected in the positive performance of the Private Label; products of the main consumer megatrends are also expanding. Value sales are close to 15 billion euros, marking a +16.9% year-on-year increase. Nearly half of organic sales are private label (Circana data).

Bologna, 15 December. **Marca by BolognaFiere**, scheduled for **16 and 17 January 2024**, is approaching. The only appointment in Italy where Private Label partners in the food and non-food areas meet the main Retailers, the event is preparing to experience a record twentieth edition.

Organised in cooperation with **ADM - Associazione Distribuzione Moderna** and under the patronage of the **Emilia-Romagna Region** and the **Chamber of Commerce of Bologna**, **Marca by BolognaFiere** represents the first strategic opportunity of the year to do quality business, forge partnerships and develop valuable synergies for all operators and professionals in the sector.

THE 20TH EDITION IN NUMBERS

More than **1,000 exhibitors** at the 2024 edition of Marca by BolognaFiere, spread over **7 halls** and **26.000 square metres of net area**, an increase of 22% over the previous year, joined by the most important Retailers, members of 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, PiùMe, Risparmio Casa, Selex, S & C Consorzio Distribuzione Italia** and **Végé**.

If **food** retains its prominent role, with **more than 800 companies** bringing innovative and trendy products to the fair, **non-food** is confirmed as a segment of great interest, with increasing space and **250 exhibitors** present. The basket of products for **home and personal care** is expanding in this area, with a focus on efficiency and sustainability, while **packaging, service** and **logistics** solutions are increasing at the same rate.

The two thematic formats **Marca Fresh** and **Marca Tech** are confirmed. **Marca Fresh**, which is organised in cooperation with SGMMarketing and can count on the presence of leading companies specialising in fresh and ultra-fresh products, will offer a rich programme of conferences dedicated to innovations in the sector and sustainability. **Marca Tech**, on the other hand, is the exhibition hub dedicated to packaging, logistics, raw materials, ingredients, technology and services for modern organised distribution. In January it will celebrate its first 10 years and will be the stage for tackling, with an innovative and sustainable approach, topics related to the supply chain of private label products.

CONSUMER MEGATRENDS: THE KEY ROLE OF PRIVATE LABEL AND THE NEW IPLS FORMULA

According to **Circana's** latest survey, private label in the consumer packaged goods sector is reaching increasingly significant milestones, generating sales of almost **15 billion euros**, a **positive trend of 16.9%** year-on-year, and a **value share of 21.9%**, confirming the growing preference of consumers for Private Label products.

Organic is the market segment where private label has a particular impact, approaching half of total sales (46.7% of the total, **+6.8% year-on-year**) for more than **800 million euros** in value. Extremely positive data also come from products with a territorial value, such as PDO and PGI references, which are appreciated by consumers for their genuineness and authenticity in high quality products. In this segment, Private Label generates sales of more than **700 million euros**, up **7.3%** and with a **robust market share of 40.5%**.

The **Free From** segment is experiencing an explosion of interest and private label is at the heart of this trend with value sales of more than **51 million for gluten-free (+22.6%)**, around **83.5 million for sugar-free (+37.1%)** and almost **140 million for milk- or lactose-free (+40.9%)**, with a consolidation of the respective market shares: 7.3% for gluten-free, 9.2% for sugar-free and 11.8% for milk- or lactose-free.

Private Label's **ready meals** stand out with sales approaching **400 million euros**, registering **13.9%** year-on-year growth and **26.6%** market share. Data all highlighting the private label's excellent ability to meet demand related to key consumer trends, offering high-quality products that reflect consumer needs.

It is in this context that at **Marca by BolognaFiere** the **IPLS - International Private Label Selection**, an exhibition area dedicated to the companies' new products, grouped according to **5 sector megatrends** indicated by **Expertise On Field- IPLC**, takes new shape. A path to be discovered among local products, made in Italy; products for wellness and health, free from and rich in; organic, flexitarian, vegetarian, vegan products; ready-to-consume products; product packages with reduced waste, cost and environmental impact, sustainable products.

With the strategic and dimensional growth of the Private Label market and the exhibition, the interest of international buyers is also increasing. Thanks to the promotional activities abroad put in place by BolognaFiere and the collaboration of **ICE-Agenzia**, 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** have confirmed their participation.

Marca by BolognaFiere Press Office

Sveva Scazzina – +39 347 2363941

Sara Telaro – +39 340 9214636

Absolut eventi & comunicazione

MARCApress@absolutgroup.it

Tel. +39 051 272523

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