

MARCA BY BOLOGNAFIERE: A 21ST FULL-BUSINESS EDITION

As of the first half of 2024, the Private Label marks a value growth of 2.7 percent, driven by Italians' purchasing choices, and develops more than €14.5 billion in total revenues (source: Circana).

On the strength of these figures, Marca By BolognaFiere is growing and looking ahead to 2025 with many new features, including the International Buyers Preview on January 14, an extra day for B2B meetings and additional networking opportunities.

Bologna, August 2, 2024 - **Marca by BolognaFiere** is preparing for a 21st all-business edition. The event, organized in collaboration with **ADM - Associazione Distribuzione Moderna**, will once again reflect the market and be a point of reference for the entire Private Label ecosystem.

In a period characterized by transformations, inflation and reduction in household purchasing power, the trade fair event will shine a spotlight on consumption habits increasingly oriented towards PL, a growing sector all over Europe, as well as on strategies and development models useful to the professional community in search of innovative and sustainable solutions to deal with current and future market challenges.

PL: OVERVIEW TO THE FIRST HALF OF 2024

The growth of **Marca by BolognaFiere** is reflected in the excellent sales figures for private label products. As **Circana** - BolognaFiere's partner for 2025 as well - certifies, as of the first half of 2024, Private Label is the most dynamic segment of the market: with a **+2.7% increase in value sales** at total Omnichannel, PL develops more than **€14.5 billion in total revenues**, reaching **30.1 share points** (+0.2 compared to the first half of 2023). Growth also confirmed by a **+3.6 percent increase in sales volume**.

Looking at commodities, **PL's competitive positioning in all departments improves**, with particular reference to the **grocery food, meat and pet care** segments (all at +0.5 pti share) and **home care** (+0.4 pti share). The increase in value among departments is supported by a concurrent increase in volume, except for the beverage department.

With a positive trend and a **wide assortment offering**, which well combines quality and convenience, PL is preferred by millions of consumers, increasingly playing a key role in the development of the sector and the food industry.

MARCA IDENTITY

Marca by BolognaFiere is the only event in Italy entirely dedicated to food and non-food products to Private Label and the only one in Europe to be able to count on the presence at the show of the stands of the main retailers of the large-scale distribution, as exhibitors and as members of the event's Technical Scientific Committee. The presence at the event of dozens of important buyers from these chains helps to increase Marca's strategic influence within the international exhibition schedule.

Six months before the 21st edition, **big players in the industry, as well as historic brands specializing in private labels**, and numerous small and medium-sized companies, have confirmed their participation, underscoring their confidence and enthusiasm for an initiative capable of anticipating trends and creating new business opportunities in the MDD sector.

A three-year agreement was also recently signed with **UnionAlimentari-Confapi**-an association of 2,800 SMEs that protects and promotes the economic and social interests of Italian small and medium-sized agribusiness companies-which aims to increase participation in Marca 2025 by members operating in the sector.

The **9 pavilions** assigned to Marca - two more than 2024 - give strength to the general layout of the event,

articulated in the **Food and Non Food** exhibition macro-areas. The **Food** section will, as usual, give space to the best of Made in Italy and international proposals: from baked goods to dairy products, passing through meats, cold cuts, poultry, without forgetting fish and seafood products. And then again oil, vinegar and condiments; ready-made sauces and gravies, sweet temptations, jams and snacks; frozen foods; coffee, beverages, etc. At the same time, it will be up to the **Non Food** segment to present everything revolving around **home and personal care** and **DIY/bricolage**, with a focus on efficiency and sustainability issues. This will be an area full of innovative ideas and practical solutions, designed to meet the needs of consumers attentive to mental and physical well-being and environmental protection.

Marca Fresh and **Marca Tech** are proposed again with their respective successful formulas. The 5th edition of **Marca Fresh**, organized in collaboration with **SGMarketing**, will make the fresh and ultra-fresh **fruit and vegetable** sector the protagonist, called to dialogue with the large-scale retail trade under the banner of an increasingly felt and widespread economic, social and environmental responsibility. Packaging, logistics, raw materials, ingredients, technology and services, on the other hand, will be the protagonists of the 11th **Marca Tech** edition, which will showcase intermediate goods for the PL supply chain, presenting producers and retailers with the latest trends for innovating and operating sustainably.

INTERNATIONALIZATION STRATEGIES

To share and intensify a strategy to promote **Marca By BolognaFiere** on international marketplaces by streamlining resources and new business opportunities, to increase visibility in markets and to become a global reference point in : it is from these assumptions that the main novelty of the 2025 edition was born, the introduction of an extra day, that of Tuesday, **January 14**, in addition to the two days of the event (**Wednesday, January 15 and Thursday, January 16**), and intended exclusively for **B2B meetings**. The initiative will offer exhibitors the opportunity to talk with selected and qualified buyers to initiate new relationships and develop business partnerships in foreign markets. The **International Buyers Preview** on **January 14** was received with great enthusiasm by both registered exhibitors and foreign buyers who have already confirmed their attendance, further proof of the fair's international growth.

MARCA TALKS

Marca's conference program is confirmed to be of great appeal to an audience of operators and professionals, featuring conferences and focuses on the most current market data, with workshops and thematic focuses covering every aspect of interest for private label.

Scheduled for the morning of Wednesday, Jan. 15, is the presentation of the **Position Paper** by **The European House-Ambrosetti**, sponsored by **ADM** and **Marca by BolognaFiere**, which will be followed by a panel discussion with stakeholders and industry leaders.

In the afternoon, space was given to the **XXI Marca by BolognaFiere Report**, an annual snapshot of the role of the Retailers taken by **Circana**, and the second edition of the conference held by **GS1 Italy** with an in-depth look at its **Non Food Observatory**, the annual study dedicated to trends in 13 non-food sectors, and the **Digital Product Passport**, the set of product information supporting the circular economy and sustainability. Set within the framework of EU initiatives on sustainability and the circular economy, the Digital Product Passport will provide the products involved with a unique identity, linked to one or more data sources, and will contain information related to the product's entire life cycle such as origin, composition, durability, repair and disassembly options, and recyclability of different product components. **GS1 Italy** will also be present with a booth, where all information inherent to the Digital Product Passport and the standards and solutions that support its implementation will be available.

Also enlivening the days of the event are **Marca Fresh's** specialized meetings, the presentation of the **Packaging Observatory of Private Label** by **Nomisma** and the **ADI Packaging Design Award** ceremony.

INTERNATIONAL PRIVATE LABEL SELECTION - IPLS

Sure to appeal to visiting operators will be the new edition of **International Private Label Selection - IPLS**, promoted by **Marca by BolognaFiere** in collaboration with **Expertise On Field - IPLC**. IPLS will showcase launched or soon-to-be-launched products from exhibiting companies. These products will initially be presented in a dedicated section of the website and then displayed within a space called **IPLS Manufacturers' Innovation Expo**, where they will be previewed to international buyers during the preview on January 14 and to all visitors on the days of the event, January 15 and 16. The IPLS exhibition will continue in the following months, when it will be repeated at other international initiatives organized by **Marca by BolognaFiere**, starting with **Marca China**.

*For any updates on **Marca by BolognaFiere** (January 15-16, 2025) and to download the application, please visit:*
www.marca.bolognafiere.it

Press Office Marca by BolognaFiere

Sveva Scazzina – 347 2363941

Sara Telaro – 340 9214636

Absolut eventi & comunicazione

marcapress@absolutgroup.it

Tel. 051 272523

www.marca.bolognafiere.it

[Linkedin](#)

[Twitter](#)

[YouTube](#)