

## Marca Poland: Successful Debut in Poznań

*90 exhibitors, over 900 visitors, and a significant representation of international retail buyers attended the inaugural edition of Marca Poland. A result of the collaboration between BolognaFiere and MTP Grupa, this new trade fair aims to fully promote Private Label in Poland and Eastern Europe, offering Italian companies privileged access to a market with great growth potential.*

Bologna, April 14 – **Marca Poland** made a successful debut in Poznań, establishing itself as a new reference point for Private Label in Poland and Eastern Europe. Born from the synergy between **BolognaFiere** and **MTP Grupa**, **Marca Poland** represents a decisive step in the internationalisation process of **Marca by BolognaFiere**, the leading event dedicated to Private Label, which has now been successfully replicated abroad thanks to over twenty years of expertise.

The event welcomed **90 Italian and international exhibitors** from the main categories of FOOD, NON-FOOD, and PETFOOD, with notable participation from **Lidl**, which had its own booth at the fair.

Over **900 professionals** attended, including representatives from major **European Retailers**, adding energy to the two-day event.

A total of **32 buyers** participated in the **International Buyers Program**, representing leading retailers from **20 different countries**, including Germany, Belgium, France, Estonia, Azerbaijan, Kosovo, Kazakhstan, Bosnia and Herzegovina, and Romania.

In addition to the exhibition stands, the showcase dedicated to IPLS – International Private Label Selection 2025 received considerable appreciation, with **320 private label products** presented by **140 companies** that had previewed their innovations at Marca by BolognaFiere (January 15-16, 2025).

The two-day event also featured an interesting **program of in-depth sessions and exclusive conferences**, enriching the event with trends and market insights for Private Label. Great interest was aroused by the opening conference organised by **Circana** entitled “**Analysis and presentation of private label data from the main European countries**”, with a focus on the German context.

The sector data presentation by **IPLC**, “**Private Labels and Distributor Brands: Extraordinary Scenarios for a Successful Relationship Between Manufacturers and Retailers**,” was also highly appreciated, as was the session dedicated to IPLS – International Private Label Selection 2025, showcasing the **16 most innovative products**, which had been highlighted during Marca by BolognaFiere 2025.

*“With the success of Marca Poland and the partnership with MTP Grupa, continues the internationalisation strategy of our private label ecosystem. After the launch of Marca China, this new event further strengthens our global trade fair network. With an enthusiastic response from exhibitors and visitors, Marca Poland has created a direct link between private label producers and retailers, proving to be a strategic opportunity to access the Polish market and neighboring countries, opening new business prospects in fast-growing markets,”* said **Antonella Maietta**, Exhibition Manager of Marca by BolognaFiere & ADM.

The next events for Private Label, exclusively organized by BolognaFiere, are **Marca China**, 4th edition, scheduled for **September 25-26** at the Poly World Trade Expo in Guangzhou, and **Marca by BolognaFiere & ADM**, on **January 14-15, 2026, in Bologna**.

### GLOBAL AND EUROPEAN PRIVATE LABEL TRENDS: A FOCUS ON GROWTH

In 2024, the global **private label market gained almost 8 % points in market share** for consumer goods compared to the previous year. What's more, 40% of consumers say they are ready to switch to a high-quality private label product, even if it is more expensive, while 50% state that they will likely purchase more private label products in the future.

The popularity of private label is also growing rapidly in **Poland**, where 53% of consumers are favorable to purchasing Private Label products, with the market share for private labels standing at 20%. (Source: NIQ Retail Measurement Services).

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