

HISTORIC RECORD: MARCA BY BOLOGNAFIERE & ADM REACHES 28 RETAIL BANNERS AND MARKS A 16% GROWTH ACROSS ALL EXHIBITION SEGMENTS

- **Major returns and high-profile debuts among Retail Brands: Agorà, Caddy's and Unes choose the Bologna trade show to boost the growth of their Private Label.**
- **Strong growth across all areas of the event: from Food and Non-Food exhibitors to the MARCA Fresh area, which recorded an exceptional increase—doubling in size—and MARCA Tech (packaging, logistics and upstream services for Private Label).**

Bologna, December 2, 2025 – MARCA by BolognaFiere & ADM reaches a **historic milestone: 28 Retail Brands will take center stage at the 2026 edition, with three new entrants** confirming the event's role as a decision-making platform for Modern Organized Retail. **Agorà, Caddy's and Unes** join the trade show ecosystem, demonstrating the growing attractiveness of MARCA by BolognaFiere & ADM as a strategic event for planning the future of Private Label.

This achievement is part of an **unprecedented overall growth**: the exhibition reports **double-digit increases across all indicators**—Food and Non-Food, MARCA Fresh and MARCA Tech exhibitors—with **+16%, confirming the trade show as the unmissable event for professionals in the Private Label industry.**

“The record of 28 exhibiting Retail Brands represents far more than a number: it confirms that MARCA by BolognaFiere & ADM is the decision-making moment of Italian Modern Retail,” says **Antonella Maietta, Exhibition Manager of MARCA by BolognaFiere & ADM.** *“This is where Retail Brands shape their Private Label strategies, anticipate trends, and build the relationships that will define the Private Label sector for the year. The arrival of such important players shows that the event has solidified its role as a strategic platform where concrete value is generated for the entire industry.”*

New participants: strategy and innovation at the centre

- **AGORÀ:**

It brings together Iperal, Poli, Sogegross, Tigros and Rossetto, and returns to MARCA by BolognaFiere & ADM with an exhibition project positioning Private Label as a business pillar and value driver. Showcased in preview: innovations in Plant-Based, Vegan and Free-From trends, with the sub-brands Primia Sense and Primia Yezz, which enabled strategic differentiation across departments.

- **CADDY'S (DMO GROUP):**

The new entrant strengthens the Non-Food segment, a strategic asset increasingly central to the exhibition. This Retail Brand brings consolidated expertise in personal care, home care, skincare and pet care—high-value categories in Private Label identity building. At the January 2026 edition, Caddy's will present innovative projects across its entire portfolio: Caddy's (personal care), La Casa Caddy's (home care), Mr. Prendy (entry level), C'74 (premium), Caddy's Beauty Green (natural and sustainable), Essere Benessere (pharma-inspired), Kingar (pet care).

- **UNES and il Viaggiator Goloso**

Participation follows an intensive relaunch of the Finiper Group's brands. On one side, the U! brand, ensuring value and quality. On the other, il Viaggiator Goloso, a standalone and benchmark premium brand thanks to its focus on territoriality and high-quality raw materials. Exclusive previews include major launches in wellness and pet food—high-potential sectors. Their presence also reflects a strong commitment to sustainability, highlighted by the publication of their first 2024 Sustainability Report, ahead of CSRD requirements.



Beyond Retail Banners: the full private label ecosystem

The 2026 edition further strengthens MARCA by BolognaFiere & ADM's position as the only event covering the entire Private Label supply chain: from product innovation (Food, Fresh, Non-Food) to upstream services with MARCA Tech (packaging, logistics, sustainability); from data and insights from the Private Label Report developed with Circana to excellence recognition with the new MARCA Awards.

A unique integrated ecosystem worldwide, offering Modern Organized Retail a concrete advantage: the ability to build informed strategies, develop high-level partnerships, and capture innovations before they become mainstream in the European market.

MARCA by BolognaFiere & ADM 2026
January 14–15, 2026 – Bologna

<https://www.marcabybolognafiere.com/en/home/1348.html>

PRESS OFFICE MARCA BY BOLOGNAFIERE & ADM:

AD MIRABILIA

Phone. +39 02 4382191

Email: marca@admirabilia.it

Contacts:

Roberta Guarragi: [+39 348 288 76 74](tel:+393482887674)

Isabella Foschi: [+39 342 054 15 46](tel:+393420541546)