

## **MARCABYBOLOGNAFIERE 2011, A POSITIVE RESULT**

**Professional visitors to MarcabyBolognaFiere 2011 increased by 8.37% compared to the previous edition.** A highly positive result, confirmed by the presence of **534 foreign operators (+7.8%)**, emphasising the Private Label industry's trust in the event organized by BolognaFiere.

Packed stands, "sold-out" conferences and workshops, and international lounge animated by networking foreign professionals who made good use of the area reserved for meetings by the international business community.

**Fully satisfied exhibitors (over 430 - more than in 2010)**, who confirmed the economic trend described in the **ANNUAL PRIVATE LABEL REPORT** presented 19 January.

Above all, it was the quality of business contacts, the high specialization of visiting professionals, and the significant presence of buyers and category managers from large-scale distribution that decreed this edition's success. The dates of the next edition have already been announced: 18 and 19 January 2012.

Next year, the headline will be **The private label business alliance**, emphasising BolognaFiere's strategic decision to concentrate on consolidating synergies between production and distribution not only by means of events at the Exhibition Centre, but also with a dialogue that can continue throughout the year.

### **MarcabyBolognaFiere: an event devoted to a growing industry**

Private Labels continued to grow in 2010, with sales value increasing by 6.5% compared to the previous year (source: Symphony IRI – packaged consumer goods). This is a positive result, especially if compared to the negative trend (-0.5%) in industrial brands in the same period. The private label sales share is continuously growing, reaching **15.4%** of sales value in the packaged consumer goods sector in 2010.

In terms of **private label type**, while commercial trademarks (which account for 84.1% of sales) continue to achieve the highest penetration in packaged consumer goods, Premium brands in particular are driving overall growth in sales of private label products, with a significant increase in sales value (+32.6%) and in share (from 3.4% in 2009 to 4.2% in 2010).

The Report also analysed the **geography of sales**, pointing out that Northwest Italy accounted for more than 1/3 of the total. 2010 confirmed the greater penetration of private labels in Central Italy (17.2%) and in the Northeast (17%).

Despite persistent weakness in Southern areas, with 12.9% of sales, these areas showed the strongest increase in private label sales (+9.2% compared to 2009). This result is even more significant if compared to the average for private labels (+6.5%, as mentioned above) and with performance on the packaged consumer goods market as a whole, which had the poorest results in the South (-1%).

Data concerning **turnover** is interesting as well: in 2010, private labels generated almost **6.4 billion Euros** in turnover in the two main channels (hypermarket and supermarket); in 2009, turnover was 5.5 billion Euros. The Supermarket channel

generated 78.2% of private label sales, and was also the highest performer in terms of penetration (15.8%, compared to 14% in the Hypermarket channel).

**Fruits and vegetables, fresh food, and frozen food were the top performers** in terms of the breakdown of sales by merchandise category if compared with average market results. These categories also had the strongest growth in share for private labels compared to 2009: +1.4% for fruits and vegetables, +1% for fresh food, and +0.9% for frozen food. In terms of increase in sales generated, private labels performed well in fruits and vegetables (+11.2% in sales value compared to 2009), in fixed-weight fresh foods (+10.2% in sales value), and in personal care products (+9.6% in sales value).

In addition to the **Annual Private Label Report**, MarcabyBolognaFiere held four conferences devoted to strategic focuses for the industry: the first day offered discussions of *the contribution of the Supply Chain to the success of the Private Label* and of *an innovative approach to promoting dried fruit and nuts at points of sale*; the second day offered *European experiences and testimonials* and a *seminar on health and safety in the food industry*.

Bologna, January 2011  
(final 2011)