

THE SECTOR OF CONSUMER PACKAGED GOODS IN ITALY HAS BEGUN TO GROW AGAIN CONFIRMATION FROM RESEARCH CARRIED OUT FOR MARCA 2016

**Revenues are up by 2% in the national market for Consumer Packaged Goods,
a sector worth 65 billion euros
In January in Bologna the International Exhibition of Private Labels**

In Italy there has been a return to health for the sector of Consumer Packaged Goods, the market that includes all consumer goods of primary and packaged products. After years of negative results, during the first seven months of this year an increase of sales of 2% was recorded for a retail network that includes over 68 thousand sales points, from large hypermarkets and superstores to small traditional shops. Also on the increase is overall revenue, which in 2014 had reached 65 billion euros and in the first seven months of this year had already exceeded 38 billion (up by 750 million compared with the same period of 2014). This is the initial data to emerge from a study carried out by IRI ahead of Marca 2016, the 12th edition of the International Exhibition for private labels, organized by BolognaFiere in cooperation with ADM, the association of companies involved in modern retail distribution. The Exhibition, which is the second largest event of its kind in Europe and is among the leading events for branded products worldwide, will take place on the 13th and 14th January at the Bologna Exhibition Centre.

According to IRI, the growth in revenues of Consumer Packaged Goods in 2015 was driven partly by climatic factors (the good weather and the hot summer favoured consumption), but was also linked to a more structural recovery of sales in all areas of the country. The research also highlighted the transformations taking place in the various distribution channels. The number of retail outlets has continued to decrease, in January these numbered 68,828, a reduction of 1,056 compared with January 2014. In particular, small traditional shops have closed down as have also hypermarkets, while there has been an overall expansion in the number of superstores and late night/ 24-hour stores. Concerning the products, there has been a positive trend for the sectors of fruit and vegetables (+7.2%), drinks (+4.2%), pet care (+3.2%) and groceries/ general food stores (+1.8%) with just one product type showing a negative trend: that of domestic cleaning and household products (-1.0%)

Marca is the only Italian event for private label products. Organized by BolognaFiere in cooperation with ADM, the 2015 edition boasted 481 exhibitors and almost seven thousand professional operators (certified data from ISF CERT). 564 B2B meetings were held with buyers from large international chains. The coming edition in 2016 is set to experience a significant increase in participating brands and also producers. The programme will include workshops and specialist conferences on the most important topics concerning the sector of Modern Retail Distribution. Marca again underlines its importance as a key event for meetings and discussions between the leading Italian and international players in retail distribution and production. The event is not only a showcase for best practices, but also an invaluable opportunity to establish new commercial agreements. Further information can be found at www.marca.bolognafiere.it.

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