

The shopping cart talks loud: boom for PL products

PL products are growing again in 2024, with market figures increasing in both value and volume. The XXI Marca by BolognaFiere Report, edited by Circana, highlights the exploit of the Private Label in the Italian market, which will consolidate its growth in 2024.

Bologna, 16 January 2025 - Against a background of generalised price increases, Italian households are facing uncertainty and growing economic worries. In this scenario, the tendency to increasingly turn to the Private Label emerges strongly as a winning choice. Consumers, increasingly attentive to value for money, find in private label products a valid compromise to save money without sacrificing quality.

The key role played by PL in 2024 was the focus of the **21st Marca by BolognaFiere Report** edited by **Circana** and illustrated in detail during the conference dedicated to the topic, which took place on Thursday 16 January at **Marca by BolognaFiere**.

THE REPORT IN SUMMARY

The growth of Marca by BolognaFiere is in line with the increasing presence of private label products in the Italians' shopping cart. **Circana** data, BolognaFiere's partner for 2025 as well, record a **+2.2% growth in value sales** in 2024 at total Omnichannel, the **PL develops 29.5B€** of total revenues in 2024, reaching 29.9 share points. Growth also confirmed by a significant **increase in sales volumes of +3%**.

In the context of the 'traditional' **large-scale retail** - which includes hypermarkets, supermarkets and the small free-service channel - the competitive strengthening of the private label is evident. With an **increase in value of +3%**, the PL achieves a **market share of 22.4%** (+0.3 points compared to the same period in 2023), accompanied by a significant **increase in sales volumes of +3.6%**.

Taking a look at the **merchandise** categories, PL's competitive positioning among the merchandise departments improved, with a particular share point gain in Meat (+0.6%), Home Care (+0.5%) and the Fresh Food (+0.5%) and Grocery (+0.3%) departments.

Among the PL product lines, **Prime Price** products remain the most dynamic, while premium products in the **Premium** and **Functional** segments show good performance. In contrast, the **Bio/Eco** lines show a slowdown. The growth of PL goes hand in hand with the **expansion of the product range**, which reached an assortment share of 17.1 % in December 2024.

Analysing the price trend, it can be seen that a price reduction is taking place for PL products, leading to a deflation in 2024 compared to 2023.

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