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ESM

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PRIVATE LABEL EUROPE

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Connecting Buyers & Suppliers

THE NORTH AWAKENS

ESM Profiles The Leading Nordic Retailers

Piotr i Paweł

POLAND'S ANSWER TO WAITROSE AND ESSELUNGA

PLMA 2017

We Preview The Biggest Private Label Show Of The Year

PLMA 2017 Must-See Stands

Agro Sevilla – Stand F4303
Alfa – Stand F-3703
Angel Camacho – Stand F-4327
Arabatzis – Stand 7121
Bitrex – Stand 222
Bizzy Diamond – Stand N-1022
René – Stand F-5731
Cyclops – Stand 641
Daymon – Stand F-5625
DEK – Stand 4829
Frostkrone – Stand F-5584
Hälssen & Lyon – Stand F-5023
Ioniki – F-7012
Jolca – Stand F-4408
Kanaki – Stand F-5473
Trata – Stand F 420
La Linea Verde – Stand F-8727
Le Bontà – Stand 5346
Mecklenburger Backstuben – Stand 7F-7305
Mevgal – Stand F-5041
Portugal Foods – Stand F7616 to F7729
Salud – Stand F-6557
Sinnack Backspezialitäten – Stand F-4984
Smiley – Stand F- 8110
Viva Veg – Stand F-8634

FROZEN FOOD | REFRIGERATION | SHOPTALK | DAYMON

Food Expo Greece 2017 Welcomes More Than 60,000 Industry Professionals

GREECE

The fourth edition of Food Expo Greece, which took place at the Metropolitan Expo Centre in Athens last month, welcomed more than 60,000 industry professionals from 25,000 companies active in Greece, Cyprus and 60 other countries around the world, according to the organisers.

The event, one of the most important trade shows in South-East Europe, took place from 18 to 20 March, welcoming representatives from local government and embassies, as well as institutional bodies and chambers of commerce.

Among those visiting the event was Greece's Minister of Rural Development and Food, Evangelos Apostolou, who inaugurated the exhibition, stressing the importance of Food Expo Greece in building the country's agri-food industry. It was a sign of the importance of the show that Minister Apostolou made two visits to the Metropolitan Expo during the three days of the event, on Saturday and Monday.

> **"We were completely satisfied with the contacts we made during the exhibition. Overall, our experience from the fourth Food Expo was outstanding."**
> *Vishal Tibrewal, Fazlani Exports Pvt. Ltd, India*

Opening the event, Nikos Choudalakis, the president of the organising company behind Food Expo Greece, Forum SA, discussed the "promising future" for food and beverage and Greece, which is expected to play a "key role" in the reconstruction of the country.

> **"I found four new products, for which I've been searching for five years, so I'm very impressed. I'm absolutely considering returning next year. This has probably been the best trade show I've been to in five to six years. It's been really invaluable to meet such a breadth of manufacturers, rather than salespeople or export people."**
> *Shaun Butler, Vestey Foods UK Ltd, United Kingdom*

In terms of the make-up of visitors to this year's show, some 30% of this year's attendees were professionally active in the small retail and food and beverage trade. Just over a quarter (26%) hailed from the restaurant, coffee-shop and confectionery sector, while 11% were engaged in the production sector.

There was a high attendance of international buyers, with some 650 foreign buyers joining around 2,500 food traders at the event. In total, the organisers hosted 11,500 scheduled B2B meetings between buyers and Greek exhibitors in a specially designed space in Hall 3. This was the fourth year that the organisers held a hosted buyer programme, and it hosted a record number of meetings in the history of Food Expo Greece.

Food Expo Greece was also held alongside Oenotelia, the international wine and spirits exhibition, now in its third iteration, which was held in association with the Greek Wine Federation.

For further information, visit www.foodexpo.gr.

for a 16.5% dollar share and a 16.8% value share, however, store-brand sales in this channel fell by 1.3%, and national brand sales rose by 0.2%. Mass merchandisers accounted for a 16.6% dollar share and a 19.7% unit share.

Total sales for the US private-label sector stood at $118 billion in 2016. It is worth noting that Nielsen does not include private-label sales from a number of major retail groups, including Costco, Aldi and Trader Joe's, which together have an estimated $35 billion of private-label sales between them – enough to value the US private-label market at over $150 billion.

Regional Focus

PLMA's data also highlights areas within the United States that are seeing the highest levels of store-brand penetration. The East South Central area, which encompasses Alabama, Kentucky, Tennessee and Mississippi, holds the highest store-brand penetration in the US market, at 22.7%, closely followed by the Mountain area (including states like Colorado, Nevada, Utah and Arizona), which has a 22.6% store-brand share.

At the other end of the spectrum, the Pacific area, which includes California, Oregon and Washington, boasts the lowest level of private-label share in the US, at 19%, closely followed by the Middle Atlantic region, including

Below Average The Middle Atlantic region, which includes New York, has a 19.1% store brand share

Pennsylvania and New York, with a 19.1% store-brand share.

Category Performance

Analysing the top ten categories in terms of dollar-share increases across the different channels offers us a good indication of where private-label innovation is taking place across the sector.

In the supermarket sector, the top dollar-sales risers were largely non-food categories, including seasonal general merchandise; candles, incense and accessories; women's fragrances; fresheners and deodorisers; batteries, flashlights and chargers; baby food; spices, seasoning and extracts; total grooming aids; buckets, bins and bath accessories; and bottled water.

While several of the main dollar-sales gainers were the same in the mass-merchandiser category, there were other notable categories, such as beer, which saw the biggest growth. Other big gainers included fresh eggs; shaving needs; canning and freezing supplies; liquor; coffee; buckets, bins and bath accessories; watches and timepieces; spices, seasoning and extracts; and haircare.

The biggest gainers in the drugstore channel tended to be food categories, going against the trend(s) in the main supermarket channel. Big dollar-share increases in drugstores were in the categories of tea; salad dressing, mayonnaise and toppings; pickles, olives and relishes; shortening and oils; cottage cheese, sour cream and toppings; fresh produce; computer and electronic products; men's toiletries; prepared foods – dry mixes; and light bulbs and telephone accessories.

Regardless of channel, the data indicates the level to which private label has permeated all categories in the retail sector – a sign of an industry in rude health. ■

CYCLOPS

HOLLAND HALL, STAND 641

Cyclops is renowned both domestically and internationally as one of the leading manufacturers of plastic household goods. While its products are trademarked, the company also has the ability and the experience to produce exclusively under a client's brand. Today, its private, 22,000 square metre facilities house three separate production units, equipped with machinery that use the latest technology.

Cyclops is focused on development, advancement and improvement of all its products on a daily basis. To achieve this, the company has entrusted trained and qualified personnel able to fully service and satisfy customer needs at an international level. For more information, visit Cyclops SA at Holland Hall, Stand 641 (Non-Food section).