

## Marca by BolognaFiere 2025 closes with record numbers. Next stop Marca Poland

The 21st edition of **Marca by BolognaFiere** ended with outstanding results: **1.300 leading companies**, **24 Retailers** with their own booths, **9 halls**, and **35.000 square meters** of exhibition space. The number, diversity, and authority of visiting **operators** – over 23.000, including numerous international buyers – confirmed the strong interest in an event that continues to establish itself as a key reference point for the private label industry.

Over **300 international buyers** (twice as many as last year) – for a total of **60 countries** represented, including the United States, China, Brazil, Canada, Japan, Australia, France, Germany, South Africa, and India) – contributed to increasing the global dimension of the event. More than **9.000 B2B meetings** took place between private label companies and international retail buyers, many of which were held during the highly acclaimed **International Buyers Preview** on January 14, a new initiative organised on the eve of the official opening of the trade show.

### Marca Poland, Next Stop

BolognaFiere's twenty years of know-how in the private label sector is now driving the development of new international trade show projects. The **Marca format is being geo-cloned** and introduced into high-potential markets, starting with Poland.

**Marca Poland** will make its debut on April 2-3, 2025, in Poznań. Co-organised with MTP Grupa, the event is set to revolutionise the **private label market in Poland and Eastern Europe**, bringing together over **200 exhibitors** from various countries, including Italy, and **250 retail buyers** from across Europe, with a strong focus on Eastern markets.

**Marca Poland** aims to establish a direct connection between manufacturers – both food and non-food – and leading European Retailers, addressing a clear market demand. In Poland, private label products now account for 27% of the retail sector, with further growth expected in the coming years (*source: Nielsen IQ*). For Italian companies, **Marca Poland** represents a strategic opportunity to access the Polish market and neighboring countries, providing a powerful networking platform that facilitates entry into new commercial areas. This project will enable participating businesses to expand their reach into growing markets where demand for high-quality products is on the rise.

Marca Poland will also feature the winning products of the **International Private Label Selection (IPLS)**, another fast-growing initiative. Promoted by Marca by BolognaFiere in collaboration with **Expertise On Field – IPLC**, the **IPLS 2025 area** highlighted over **450 innovative products** presented by 180 exhibitors. Many of the selected products will continue their journey in Poland and on other international stages organised by Marca by BolognaFiere, further expanding their global reach.

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