

MARCA CHINA

Private Label Fair

广州国际自有品牌展

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by **BolognaFiere**
MARCA CHINA PRIVATE LABEL FAIR
广州国际自有品牌展

ENHANCE YOUR BUSINESS

08-09
Sept 九月
2026

GUANGZHOU

Poly World Trade
Expo Centre

SUPPLIER-RETAILER DAY

7 September, 2026



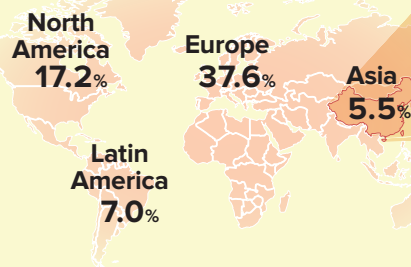
+86-21-33633011

www.marcachinafair.com

marca@bolognafierechina.com

Global private label is gaining strong momentum

24.9% Global market share



China
Private label market share
5%

Market size estimated at
¥ 40 billion

Average SKU sales
¥ 500,000

73%
Retailers reported year-on-year growth in private label sales

8.6%
Supplier sales for private label increased

45%
Consumer penetration was achieved

Source: 2023–2024 China Private Label Development Report

MANUFACTURERS

Why Manufacturers Are Entering the Private Label Space?

- Diversified revenue and reduced business risk
- Faster access to consumer insights and market data
- Stable, high-volume orders that build commercial resilience
- Innovation support and improved product development efficiency

RETAILERS

Why Retailers Invest in Private Labels?

- Profit growth driven by supply chain collaboration
- Stronger brand positioning and differentiation
- Enhanced customer loyalty and repeat purchase
- Improved operational efficiency across sourcing and inventory

BRAND OWNERS

Why Brand Owners Are Embracing Private Labels?

- Capacity optimisation and stronger risk management
- Deeper channel integration and long-term partnerships
- Direct access to consumer data and co-created innovation

SUPPLY CHAIN

Why Supply Chain Partners Favour Private Labels?

- Evolving from intermediaries to integrated value partners
- Trend-led, channel-aligned product selection
- Access to stable and compliant manufacturing networks
- Cost and operational efficiency through optimised logistics and sourcing

Rooted in South China, Connecting Southeast Asia — Improving the Future Value Chain of FMCG Private Labels

Why China

- Private labels - hot trend with 12.9% growth rate in China retail industry.
- RMB 380B+ sales in 2025, outperforming national brands (NielsenIQ).
- Penetration under 10% huge growth potential.

About Marca China



20,000m²
SQ.M.

500+
Exhibitors

20,000+
Visitors

EXHIBITION POSITIONING

SOUTH CHINA FOCUS

Strong channel networks and industrial clusters

- Over 40% of China's ODM/OEM manufacturing capacity
- Strong clusters in food, pet care and household chemicals
- Hub for major retail headquarters and fast-growing specialist chains
- Unmatched supply chain depth and capability
- Integration of advanced and agile supply chain models

FULL VALUE CHAIN

A complete private-label ecosystem

- A collaborative platform enabling value co-creation across the supply chain
- A hub for FMCG private label innovation, scenario-driven concepts and evolving business models

INTERNATIONAL ADVANTAGE

**Powered by our
global flagship show**

- Tracking leading European private label trends and best-case practices
- Access to Southeast Asian channel buyers and supply chain resources
- Supporting overseas sourcing for retail and supply chain partners

Exhibits Categories



Visitors Categories

- Supermarkets



- Convenience Stores



- Discount Stores



- Supply Chain



- Cross-Border E-Commerce



- E-Commerce/MCN



- Specialty Stores



Buyers' Feedback

The atmosphere at Marca China was vibrant, with a wide variety of exhibits and exciting activities. Many exhibitors showcased their latest products, which makes me very optimistic about the future of private labels. I truly appreciate the organisers' thoughtful arrangements that made this visit both efficient and enjoyable.

Zhang Xintun
Senior Product Development Manager,
MCG Co.,Ltd

At Marca China, I met many suppliers that perfectly matched our needs. The exhibition's professionalism and international scope left a strong impression. For retailers like us who are seeking differentiated and innovative products, this visit was truly worthwhile.

Hu Jingguo
Department Store Purchasing Manager,
Xinyulou Department Store Group

Events

Forums



Business Matchmaking



Retail-Supplier Networking Dinner



**Marca x IPLS International
Private Label Selection Zone**



Global Private Label
Exhibition Series



14-15 January 2026
Bologna · Italy



21-22 April 2026
Poznań · Poland



8-9 September 2026
Guangzhou · China



From **Bologna** to **Poland** and **Guangzhou**, linking Europe and Asia.
Three exhibitions unite to create a seamless Eurasian global private label ecosystem.

JOIN MARCA CHINA AND ENJOY

Booth Type	Exhibitors' Benefits (Supplier-Retailer Day)	Dimension	Unit Price (USD \$ per SQ.M.)
Raw Space	Entry for 2 persons 2 products for display Dinner invitation for 1 person	≥ 36 SQ.M.	228
 Upgrade Shell Scheme	Entry for 1 person 1 product for display Dinner invitation for 1 person	≥ 9 SQ.M.	268
 Premium Shell Scheme	Entry for 2 persons 2 products for display Dinner invitation for 1 person	≥ 36 SQ.M.	327

* Prices above do not include 6% VAT.
* For detailed booth corner fees, please refer to the application form.

For More Information

BolognaFiere S.p.A.

Antonella Maietta
+39 051 282 409
antonella.maietta@bolognafiere.it

BolognaFiere China Ltd.

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marca@bolognafierechina.com
www.marcachinafair.com



博罗那展览(上海)有限公司
BolognaFiere China Ltd.