



CONNECT. SOURCE. GROW.

PLMA 2022 • 31 May – 1 June | Amsterdam

Press Release - For immediate release

Contact: Leonique White, Director Trade and Retail Relations
PLMA International Council, email white@plma.nl

“Will Europeans ever shop the same?” PLMA’s latest Consumer Survey presented at 2022 “World of Private Label” pre-show seminars.

The new International Consumer Survey, conducted by SurveyLab exclusively for PLMA, will focus on the post-pandemic grocery shopping behaviour.

Amsterdam, 2 May 2022 -The importance and growing popularity of private label is at the forefront at PLMA’s 2022 “World of Private Label” International Trade show, which will take place on 31 May and 1 June at the RAI Exhibition Centre in Amsterdam.

On Monday 30 May at the Forum Centre of the RAI Exhibition Centre PLMA’s 2022 International Salute to Excellence Awards will be revealed. The awards honour retailers for excellence in products and packaging, introduced within the past year, in private label wine, food and non-food products and packaging.

The seminar programme is open to all registered visitors and exhibitors. PLMA will reveal the results of a recent consumer survey conducted exclusively for PLMA by SurveyLab. 6450 consumers from 8 countries including United Kingdom, France, Germany, Spain, Italy, Poland, Sweden and The Netherlands were asked about their buying behaviour, before and after the pandemic. The outcome provides insight in shopping activities and attitude towards brands and products, which may contribute to new insight for manufacturers and retailers alike as they focus on private label strategic development.

Tom Penninckx, Client Business Partner at NielsenIQ, will give an overview of the latest country-by-country market share data and trends of the past year. A presentation on “State of Grocery in Europe: Navigating the Market Headwinds”, with new insights and perspectives that will likely shape European grocery retail in 2022 and beyond, will be given by Francois Videlaine and Sebastian Gatzer, Partners at McKinsey & Company.

On the show floor, nearly 2500 exhibitors from 70 countries will display their latest and innovative private label products. More than 40% of exhibitors offer products with a sustainable claim whether in packaging material, ingredients or sourcing. In addition, more than 30% of exhibitors offer private label products with a free from claim and/or special dietary needs and lifestyles e.g. gluten free and lactose free, kosher, halal, no sugar, vegetarian and vegan. The show is fully set to reflect this year’s theme “Connect. Grow. Source.”



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A special attraction within the show is PLMA's Idea Supermarket, where visitors and exhibitors can see the product ranges of more than 60 retailers from around the world, as well as the winning products of PLMA's 2022 International Salute to Excellence Awards. The Idea Supermarket also accommodates PLMA's New Product Expo, displaying more than 600 new products presented by exhibitors for the first time.

For more information about PLMA's 2022 "World of Private Label" International Trade Show, or to arrange an interview with Peggy Davies, President of PLMA, contact PLMA International Council, at telephone: +31 20 5753032 or email: press@plma.nl.

Founded in 1979, PLMA includes members that range from multinational corporations to small and medium sized companies. With executive offices in New York, an International Council office in Amsterdam and representatives across the globe, PLMA provides services to more than 3,500 members worldwide. PLMA presented its first trade show in the United States in 1980, its first trade show in Europe in 1986 and its first trade show in Asia in 1994.