



28-29 MAY 2024
RAI AMSTERDAM CONVENTION CENTRE

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Press Release - For immediate release

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PLMA's World of Private Label: Experience the Excitement!

*International Trade Show will be held May 28 and 29 at the
RAI Amsterdam Convention Centre*

AMSTERDAM (22 April 2024) - More than 2,950 exhibitors from more than 73 countries will fill over 43,500 m² of exhibit space at PLMA's 2024 World of Private Label International Trade Show, May 28 and 29 at the RAI Amsterdam Convention Centre.

The show floor will span 14 halls, including nine for food and five for non-food. It will feature 67 national and regional pavilions.

"Our high-impact global event provides a dynamic two-day platform for more than 28,000 private label professionals from 120 countries to connect, source and grow," said PLMA President Peggy Davies. "The innovation unveiled for food and non-food products and packaging on the show floor and in Idea Supermarket will strengthen the already booming private label industry."

Products on display will include fresh, frozen, refrigerated food, dry groceries and beverages, as well as non-food categories, including cosmetics, health and beauty, household and kitchen, garden supplies, housewares and more.

Among the product trends on show floor:

- Sustainable Claims – 39% or 1,150+ exhibitors
- Dietary Needs – 31% or 900+ exhibitors
- Vegan, Plant-Based & Vegetarian – 22% or 650+ exhibitors
- Organic – 26% or 750+ exhibitors

A popular part of the trade show is the innovation and new product development area known as the Idea Supermarket. This section features private label ranges from 64 supermarkets, hypermarkets, discounters, specialty stores and drugstores around the world. Also in this area is the New Product Expo, which will feature 500+ new products developed by exhibitors. Plus, there will be a display of winning products from retailers that won a 2024 International PLMA Salute to Excellence Award for private label innovation.

The pre-show seminar programme on **Monday 27 May** will include workshops led by industry experts on relevant topics. Participation in the seminars and workshops is free to all registered retailers, exhibitors, visitors, and industry professionals.



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13.00 – 14.00 WORKSHOPS (by pre-registration only)

- **Getting to Yes: Strategic Partnership & Creating Mutual Value**
Speaker: Erik Aapkes, Managing Partner, Blueprint Europe
- **Unboxing the Future: The Evolution of Packaging Design**
Speakers: Loe Limpens & Sabine Louet Feisser, Yellow Dress Retail

14.00 – 16.00 SEMINAR PROGRAMME ((open to all registrants with a 2024 Trade Show badge))

- **Private Labels: Transformation for Growth**
Speaker: Ananda Roy, SVP Thought Leadership Europe, Circana
- **Top Global Consumer Trends Report 2024**
Speaker: Ana Tique, Client and Insight Consultant, Euromonitor

Retailer Insight

- **PICNIC - “The Story of Picnic’s Own Brand”.**
An insight look in Europe’s fastest growing and trendsetting online supermarket
Speakers: Vibeke van der Bilt, Business Lead Private Label, and Fleur Randag, Business Lead Private Label, Picnic
- **COOP ITALIA - "Coop and its Revolutionary Approach to Private Label"**
Learn about its dynamic exploration of real-world success, grounded in practical insights as one of the largest established retailers in Italy.
Speaker: Paolo Bonsignore, COO, Coop Italian Food
- During the pre-show seminar programme, the **winners of 2024 International PLMA Salute to Excellence Awards** will be announced.

[CLICK HERE](#) for more information.

About PLMA

The Private Label Manufacturers Association (PLMA) is a non-profit trade association founded in 1979 to promote the private label industry. With executive offices in New York and International Council offices in Amsterdam, PLMA represents more than 4,500 member companies worldwide. In addition to the U.S. Private Label Trade Show in Chicago and the World of Private Label International Trade Show in Amsterdam, PLMA organises conferences, executive education programmes and professional development opportunities. Follow PLMA on plmainternational.com and on [LinkedIn](#).