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#anugabrazil

## **Anuga Brazil and Private Label Brazil join forces to expand connections and business opportunities**

*Trade fairs to exchange visitors with free transport; 34% of Brazilian households regularly consume private label products*

The **6th edition of Anuga Select Brazil**, a global benchmark in the food and beverage sector, will be the first to partner with Private Label Brazil, the leading private label and outsourcing trade fair in Latin America. The organisers seek to join forces, maximising business opportunities for industry players in an environment conducive to high-quality networking and strategic alliances.

Visitors will have easy access to both trade fairs through a free shuttle service connecting the two events, whose exhibition centres are just 4 km apart. Anuga Select Brazil will be held from 8 to 10 April at Anhembi District, while Private Label Brazil will take place at Pro Magno on 9 and 10 April.

“With this partnership, the conference and panel programme of Private Label Brazil will be held within the Anuga venue, helping to deliver market insights and trends to an even broader audience. We aim to provide a robust platform for industries, distributors, and retailers to discover innovative solutions, explore new opportunities, and develop long-term relationships. There is still vast untapped potential, and this exchange can contribute to expansion,” says Giulio Rossi, General Director of Private Label Brazil.

According to a Nielsen study, 34% of Brazilian households already consume private label products on a regular basis. These items, according to the Brazilian Private Label and Outsourcing Association (Abmapro), offer an average saving of 30% compared to traditional brands. However, private label products currently account for only around 7% of the supermarket sector in Brazil, while in Europe, this figure exceeds 30%.

“Consumers are becoming increasingly demanding, seeking quality combined with good value for money. This partnership between the events aims to further strengthen both segments in the country, creating a strategic environment for industries and retailers to develop solutions aligned with new market demands. I have no doubt that we will generate valuable knowledge and insights to ensure the food and beverage sector continues to grow sustainably and innovatively,” states Polliana Claudino, Project Manager of Anuga Select Brazil.

**Improving market perception in Brazil**



Rossi highlights that the growth of private labels in Brazil is driven by several factors, the most significant being consumers' demand for high-quality products at fair prices, especially in a challenging economic landscape. In addition to the rise of private labels in the food and beverage sector, they have also delivered significant returns in the pharmaceutical industry, with Brazil's five largest pharmacy chains reporting a nearly 60% increase in revenue.

“Retailers have been investing more in the quality and innovation of private label products, making them competitive against traditional brands. Improved consumer perception, combined with effective marketing and distribution strategies, has contributed to the significant expansion of this segment. As this movement consolidates, consumer loyalty strengthens, leading retailers to further expand their product portfolios and categories,” says Rossi.

A significant transformation in production processes, with stringent quality control and greater attention to product formulation, has been crucial in changing consumer perceptions. Specific certifications, new technologies, and more sophisticated packaging have helped position private label products as equivalent - and in some cases superior - to traditional brands, marking a shift in the industry paradigm.

“Market segmentation has enabled the creation of premium product lines and offerings tailored to specific niches, such as organic, vegan, and functional products. Technological advancements have also facilitated product customisation and enhancement, making private labels increasingly competitive and attractive to consumers. One key aspect that stands out is the attention to packaging, which is why we have dedicated a section of the trade fair to this topic. Packaging plays a vital role in adding value to quality products,” says the General Director of Private Label Brazil.

According to Rossi, the complexity of the supply chain, the need to maintain high-quality standards, and the challenge of building a strong brand identity remain key obstacles. “Developing sustainable strategies to balance operational costs, drive innovation, and ensure differentiation in order to stand out in the market and gain consumer trust is essential,” he emphasises.

#### **Follow the other main attractions:**

- **Sesc Mesa Brasil** - This year's campaign has been expanded so that visitors can contribute by donating food (1kg of non-perishable food) via the solidarity ticket/credential. The programme works as a network to combat hunger, food waste and maldistribution, based on partnerships between civil society, business and social institutions.

- Ilha do Sorvete by ABIS | Latin American Ice Cream Congress ([Clash 2025](#)) - In partnership with the Brazilian Ice Cream Industry Association, Anuga Select Brazil will feature content, innovation, tastings and, for the first time, the Clash.
- **Anuga StartUp Zone** - A meeting place, quality content and exclusive networking opportunities for the sector's start-up community, in partnership with Abrasel SP and [Fablab Hub](#). The event offers companies and professionals in the sector the chance to exchange information with experts on the new technologies that are driving business in the foodservice market.
- **4th National Congress for Neighbourhood Supermarkets** - Connect with key leaders, supermarket owners and entrepreneurs at the National Congress for Neighbourhood Supermarkets presented by Expo Supermercados.
- **3rd First Class Butchery Workshop** - It will cover proven planning, organisation, coordination and control strategies to achieve optimum results and win full customer satisfaction, with the participation of managers, butchers and meat specialists.
- **ABIR Congress with Innovation panel** - Universe of innovation in non-alcoholic drinks based on talks and debates organised by the Brazilian Association of Soft Drinks and Non-Alcoholic Beverages Industries.
- **Halal Zone** - Exclusive pavilion dedicated to Halal-certified food and drink products, in partnership with Fambras Halal, the largest certifier in Latin America.
- **Mega Business Roundtable** - With three business rounds in just one: the first with hosted buyers, the second brought by Apex-Brasil (Brazilian Trade and Investment Promotion Agency) with international buyers and the third by FOHB (Forum of Hotel Operators of Brazil), in contact with the main hotel chains in Brazil.
- **Atmosfera Orgânica Pavilion** - The best of the organic world at the pavilion in partnership with Organis! A place where national and international industries are committed to sustainable, pesticide-free products.
- **Cooking Show Anuga Brazil** - Three days of culinary experiences, where renowned brands and top chefs come together to present spectacular classes. Discover innovative recipes and irresistible menus.

- **ABAD Lounge** - In partnership with the Brazilian Association of Wholesalers and Distributors of Industrialised Products (ABAD), the space will be a meeting point bringing together the country's main wholesalers and distributors, as well as 5 buyers from the sector within the Mega Business Round.

#### **Service**

##### **Anuga Select Brazil**

**Date:** 8 to 10 April 2025

**Time:** 10am to 7pm

**Venue:** Anhembi District - Pavilion 1

**Address:** Av. Olavo Fontoura, 1209 - Santana, São Paulo - SP.

**Strategic Partners:** ABIR, ABIS, ABRASEL, APEX-BRASIL, EMBRAPA and EXPO SUPERMERCADOS.

**About Anuga Select Brazil** - It is organised by Koelnmesse Brazil, which, through the trade fair, provides proper visibility to the diverse activities related to agribusiness and the food and beverage industry. This allows national and international buyers to meet in the same place to do business and discover the industry's latest innovations. The event will take place from 8th to 10th April 2025 at the Anhembi District, São Paulo.

**About Koelnmesse** - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food trade fairs and providing services and products related to food and beverage processing. Trade fairs such as Anuga, ISM - the International Sweets and Biscuits Fair, and Anuga FoodTec are recognised worldwide as undisputed leaders in their sectors. Koelnmesse also organises leading food and beverage trade fairs in key global markets, including Brazil, China, India, Italy, Japan, Thailand, the United States, and the United Arab Emirates. Through these global activities, Koelnmesse provides its customers with a comprehensive portfolio of high-quality events across different markets, ensuring a sustainable and international business network.

More information: <https://anuga-brazil.com.br/en/>

**Anuga Brazil on social media:**

**Facebook:** facebook.com/anugabrazil

**Instagram:** anugabrazil

**LinkedIn:** <https://www.linkedin.com/company/anuga-brazil/>

**Youtube:** [https://www.youtube.com/channel/UCebO5\\_epuMPam5T6hBHVOjQ](https://www.youtube.com/channel/UCebO5_epuMPam5T6hBHVOjQ)

**Photos** [here](#)

**Information for the press:**

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