

**NEW DATES**

# **PLMA 2021**

## **Live From Chicago!**



**A trade show as dynamic  
as the industry itself**

**PLMA's Private Label Trade Show**  
**January 30 - February 1, 2022**

Presented by the Private Label Manufacturers Association

# A trade show as dynamic as the industry itself



## PRIVATE LABEL IS STRONGER THAN EVER

In the face of the most extreme shifts in grocery purchasing ever seen in the U.S., store brands grew by double digits in 2020 and maintained their dollar and unit market shares across all outlets.

In figures provided exclusively to PLMA by NielsenIQ, during 2020, private label dollar sales in supermarkets increased by 13.2%, or \$8.5 billion; and in the mass channel, which consists of mass merchandisers, discounters and club stores, among other formats, sales grew by 11.7%, or \$8.1 billion. The improvement for unit volume in the two channels was also robust: in supermarkets, units sold were ahead 7.1%, and in mass, units moved up 8.2%.

Kara Sheesley of NielsenIQ, added that as “proof that purchase of private label was ingrained in U.S. consumer behavior, fully 99% of households bought private label last year. And compared to 2016, there are 13% more private label items on shelves now across all grocery retailing.”

She said 23% of all grocery dollar sales in 2020 landed in the private label column, including 78% of sales in the value channel. When all channels are counted, it's estimated last year's record store brand sales totalled \$200 billion.

## PLMA is back!

In January, the PLMA private label show will return to its traditional format in Chicago with all the dynamism and vitality of an in-person event. Retailers, wholesalers and other visitors will once again be able to see, taste, smell, feel and experience products first-hand and engage in the treasure hunt that's such a big part of our annual event.



Attendees can manage and strategize with their buying teams, many of which include category managers, and supply chain and packaging staff, in a familiar and natural setting and network with executives from all sectors of the retailing industry. In particular, there will be countless opportunities to create new, mutually beneficial business relationships with store brand manufacturers, trade suppliers and service providers. It also affords a unique opportunity to work with old and new partners to develop products and promotions that will increase store brand sales.

We're expecting more than 5,000 visitors and the 2,000 exhibitor booths will represent thousands of high-quality private label products across every food and non-food category.

## Organized to maximize your time

Conveniently located at Chicago's Rosemont Convention Center, which is minutes from O'Hare International Airport and surrounded by many leading hotels and restaurants, the PLMA private label trade show is concentrated into two days of show time. The show floor is divided into separate halls so visitors can easily find specific exhibitors and their products. The North Hall and Sky Hall are devoted to food, snacks and beverages while the South Hall features health and beauty, household and general merchandise. The headquarters hotel is the adjacent Hyatt Regency O'Hare, site of the show's daily special programs and presentations.

## Meet the exhibitors

Exhibitors are PLMA member manufacturers and suppliers who are private label experts that operate in literally thousands of product categories across every food and nonfoods department—from center store groceries and beverages to fresh, frozen and refrigerated, as well as personal care and cosmetics, OTC, baby care, health and wellness, household and kitchen products, pet care, housewares, outdoor and leisure, and more. They supply products for virtually every private brand program in the country's supermarket, mass merchandiser, wholesale club, dollar, drug chain, convenience, specialty, housewares, DIY, and online channels and platforms.

## PLMA members fall into several broad classifications:

- Large national brand manufacturers that utilize their expertise and excess plant capacity to supply store brands.
- Manufacturers that specialize in particular product lines and concentrate



## SAFETY FIRST

The Convention Center, in collaboration with the Rosemont Department of Public Safety, health professionals and PLMA, will be implementing best practices at the venue to provide a safe and secure environment for trade show participants.

All state regulations and trade show mandates must be followed and will be updated as needed. Be assured that PLMA will provide essential updates in regard to safety protocols and all related concerns on a timely basis as the show approaches.



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on producing store brands almost exclusively.

- Regional brand manufacturers that produce private label products for specific demographic markets.
- Large, nationwide manufacturers of store brands across a range of food and non-food product categories who supply a multiplicity of retail chains and channels in the U.S. and internationally.
- Major retailers and wholesalers that run their own manufacturing facilities and provide store brands for themselves and, in a few cases, for other chains as well.

### HOT PRODUCT TRENDS

#### Products! Products! Products!

More than anything, the PLMA trade show is about products, and we make every effort to put the spotlight on products in all kinds of categories. We are especially mindful of products emerging from hot consumer-centric trends, such as the following:



#### Healthy Lifestyle

Plant-based, free-from, and CBD, among other better-for-you product attributes, continue to be areas building a loyal following among health-conscious shoppers in all demographics who are seeking wellness solutions. For example, U.S. sales of plant-based foods increased by double digits in 2020, bringing the market to \$7 billion. Private label products featuring any of these “healthy” attributes are in high demand by retailers of all sizes throughout the country.

#### Beauty & Cosmetics

Private label cosmetics and self-care are burgeoning categories for innovative offerings that dovetail with an increasing focus on self-expression by consumers.

Alcohol-free skin products are particularly popular, while those that can engage younger shoppers—especially the Instagram and TikTok generation—are in big demand.

#### Kitchenware

Families and school children are now spending more time at home cooking and entertaining together. Cookware and bakeware are an integral part of that changing domestic lifestyle and retailers in grocery and other channels are adding store brand SKUs for a wide array of kitchen essentials, tools and gadgets to meet the growing demand.

#### Foodservice

Millions of consumers over the past year discovered the rewards of creating their own restaurant-style cuisine at home with products from their favorite supermarkets. Store brand items that support home cooking combine grocery and foodservice items that appeal to consumers’ newfound appetites for meal kits and components, ready-to-cook menus, and restaurant quality dishes to go.

#### Sustainable Packaging

Shoppers love packaging convenience and portable packaging for food on-the-go, but they also want what’s good for the environment, including source reduction, fewer plastics, more recycled materials and newer sustainable technologies. A host of packaging trade suppliers will be at the show to demonstrate the latest practices in sustainability.

#### Flavors and Ingredients

The food and beverages consumers sought last year embraced familiar, comforting flavor profiles and ingredients, as well as new and adventurous experiences. In 2021, both trends are continuing. Whether driven by nostalgia, ethnic heritage, superfoods, functional beverages or special diets, a host of flavors and exotic ingredients have gone from niche to mainstream, and great private label products start with great ingredients.



#### Pet Care

During 2021, some \$110 billion will be spent on pets in the U.S., including \$44 billion on pet food and treats, and \$23 billion on supplies and OTC medicine. Among drivers: pet food premiumization, growing awareness of healthy ingredients, custom-made pet food and more sustainable pet food. And pet adoptions boomed during the pandemic. Retailers are expanding their store brand lines to leverage this fast-growing market.

#### International products from near and far

Products with an international flair are booming across the U.S., bringing greater excitement and color to retail shelves. At the show, retailers and wholesalers will be able to find a wide range of domestic as well as import manufacturers and suppliers of authentic international-style foods—and even nonfoods—throughout the show floor, as well as in the several dozen special pavilions representing suppliers from various countries.



#### REGISTER NOW!

E-mail [visitors@plma.com](mailto:visitors@plma.com) or telephone (212) 972-3131.

# JAN. 30 - FEB. 1, 2022 • CHICAGO

## Welcome to the PLMA Family

### A Unique Organization for a Unique Industry

With more than 4,500 member companies worldwide, PLMA is the only industry organization devoted entirely to promoting the interests of store brands. Through its year-round programs and publications, PLMA gives members and industry professionals the contacts and services they need to compete effectively in today's marketplace.

### Show Location

PLMA's Private Label Trade Show will be held at the Rosemont Convention Center, only 10 minutes from Chicago's O'Hare International Airport. Conveniently located within walking distance or short shuttle bus rides from major hotels, the convention center provides exhibitors with an easy-to-reach, efficient venue for trade shows.

### Express Check-In

All visitors must pre-register for the show and will receive admission credentials in advance and can use Express Check-In upon arrival at the show.

### Seminar Program

To help show attendees get the latest industry trends, PLMA offers a special seminar and speakers program. This includes Sunday seminars and workshops, the Monday Keynote Breakfast and the Tuesday Retail Trends Breakfast. Consult the Official Program Guide or Online Show Preview for this year's presentations.

### PLMA Live!

Visitors to the show can keep up with industry news and trends prior to the show and throughout the year by watching PLMA Live! which is video streamed at [www.plmalive.com](http://www.plmalive.com). PLMA Live! also offers special

trade show briefings during the show through the use of large screen monitors located in key intersections of the Rosemont Convention Center.

### Schedule-at-a-Glance

#### Sunday, January 30

Registration	12noon – 7pm
Seminars and Workshops	2pm – 4pm

#### Monday, January 31

Registration	7:30am – 6pm
Keynote Breakfast	8am – 9am
Show Floor Open	9am – 6pm

#### Tuesday, February 1

Registration	7:30am – 4pm
Retail Trends Breakfast	8am – 9am
Show Floor Open	9am – 4pm

**PLMA's Online Show Preview** helps pre-registered visitors locating products and suppliers as of thirty days prior to the beginning of the show. Once the show starts, the Show Preview turns into the mobile-friendly Show Navigator, which is then accessible to all visitors over a dedicated WIFI network.



**PLMA's New Product Expo** displays the latest product innovations submitted by exhibitors. It is the ideal preparation before starting to walk the show floor.

**PLMA's Annual Salute to Excellence Awards** showcase the latest product innovations from leading retailers as judged by an independent panel of consumers and industry experts.

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