



FUTURE PRIVATE LABELS EXPO 7th Private Label Exhibition

22-23.10.2025

Day 1: 22 October 2025 (Wednesday)

Exposition opening hours: 10:00 - 16:30

10:30 - 10:50	Speech Arena hall 3	Future Private Labels is now!
10:50 - 11:05	Speech Arena hall 3	The FMCG market and private labels in 2025. Strategies of the leaders.
11:05 - 12:05	Speech Arena hall 3	DEBATE: Private Labels – the fuel of the future for retail - How will Donald Trump and the trade war change the private label market and prices on shop shelves? - Strategies of Polish and foreign retailers and wholesalers for private labels - How will consumer needs drive the development of new product categories - Potential and challenges related to the development of private label products - Private labels as a driver of innovation in the Polish FMCG (food/non-food) sector - Supplier strategies in the area of cooperation with retailers and the development of private label offerings.
12:05 - 12:20	Speech Arena hall 3	1:1 conversation: Private labels that drive innovation and creativity
12:20 - 12:35	Speech Arena hall 3	How the IFS family of standards can help you achieve Private Label success
12:35 - 12:50	Speech Arena hall 3	1:1 conversation: Polomarket: Strategy for private label.
12:50 - 13:05	Speech Arena hall 3	1:1 conversation: Polish retailers know how to create private label offerings
13:05 - 13:45	Speech Arena hall 3	DEBATE: The potential of private labels in building customer loyalty and engagement • Do consumers today distinguish between private labels and branded products? Private labels as a distinguishing feature, i.e. building a unique store offering. • How do discounters use private labels to build competitive advantages? • Price, range, quality, convenience – what consumers expect from a store's offering. • The use of private labels in loyalty campaigns and building the chain's image. • Marketing and packaging in the private label development strategy.

Day 2: 23 October 2025 (Thursday)

Exposition opening hours: 10:00 - 16:00

10:15 - 10:30	Speech Arena hall 3	Private labels on foreign markets
10:30 - 10:45	Speech Arena hall 3	Non-food discount market: strategies and market shares of the cosmetics and chemicals category, market value, key players and consumers.
10:45 - 11:45	Speech Arena hall 3	DEBATE: Future Private Labels, or what builds private labels in the drugstore and cosmetics categories? <ul style="list-style-type: none">• Strategies of drugstore, grocery and pharmacy chains in the area of private labels,• Key trends in beauty, hygiene and household chemicals categories,• How consumer behaviour and missions are changing in the drugstore sector,• How to deliver interesting innovations and new products in private labels,• Cooperation between suppliers and retailers in creating new product solutions.
11:45 - 12:00	Speech Arena hall 3	1:1 conversation: From private label to private brands – beauty products based on innovation and quality
12:00 - 12:15	Speech Arena hall 3	1:1 conversation: How to build a private label offering tailored to customer needs?
12:15 - 12:30		1:1 conversation: What do retail chains want from private label suppliers today?