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Most Italian food retailers saw significant growth in the sales of their private label ranges in 2015, with organic and premium ranges performing particularly well.

Unes reported a 26.4 per cent growth in sales of its premium line, Il Viaggiator Goloso, which reached a value €34.9 million. Unes' private label sales accounted for 38.5 per cent of total sales, with 6.4 per cent represented by the premium line of 440 products.

Over the Christmas holidays, the retailer also opened a temporary store in Milan, featuring a selection of more than 100 items from the Il Viaggiator Goloso line.

At Coop, private label products now account for 30 per cent of total sales and turnover of €3 billion. Consumers have responded especially positively to its organic and premium lines (Vivi Verde and Fior Fiore), while healthy product line Bene.sì has also seen strong results.

In 2016, the retailer plans to strengthen its 'Origins of Commodities' project, which allows consumers, via a dedicated website, to trace back down the supply chain, from field to table, the main materials that make up a product. The idea behind the project, unique both in Italy and Europe, is to offer more than just the name of the producer.

Simply (part of Auchan Italia) has seen an 18.5 per cent growth in private label sales, thanks to the double figure performance of organic line Bio Simply and premium line Passioni Simply. Excellent results were also registered by sweets, drinks and frozen foods, where private label share accounted for 30 per cent of sales.

In 2015, Simply will focus on strengthening all lines dedicated to wellness and nutrition (such as Bio, Bio Passioni, Vita&Gioia and Senza Glutine) with new offerings like baked products made with flour alternative Kamut, sugar-free chocolate bars, cereals, dried fruits, frozen salmon and premium meats.

Finally, for Sigma, private label's share of total turnover amounted to 11 per cent, with excellent performances by categories such as eggs, fresh milk, bottled wine, fresh pasta, yogurt, ice cream and salami. Its private label currently range comprises a total of 2500 products, of which 170 were added during 2015.

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