



The 36th
GOURMET
SHOW Autumn 2024

POST SHOW REPORT

The 36th Gourmet Show Autumn 2024

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THEME

Passing the Baton of Deliciousness and Thoughtfulness with the Passion of Producers

There are several factors that create specialty food such as "Region, Tradition, Culture, and Nature". We would like to create a market where producers' dedication for creating high-quality product is conveyed to the consumers

OUTLINE

Name The 36th Gourmet Show Autumn 2024

Date September 4th (Wed) - 6th (Fri), 2024

Venue Tokyo Big Sight, East 2-3 Hall

Visitors 31,042 (refer to P.4-5 for details)

Exhibitors 332 companies / 268 booths

Official Support

Ministry of Agriculture, Forestry and Fisheries/Central Federation of Societies of Commerce and Industry/The Japan Chamber of Commerce and Industry/Japan Agricultural Corporations Association/Embassy of the Socialist Republic of Vietnam/Embassy of the Federal Republic of Germany/Trade and Investment Section, Embassy of the Republic of the Philippines/AICEP Trade & Investment Agency/Office of Commercial Affairs Royal Thai Embassy/German Chamber of Commerce and Industry in Japan/Italian Chamber of Commerce in Japan/Manufactured Imports and Investment Promotion Organization(MIPRO)/The Japan Direct Marketing Association/Japan Interior Designer's Association/Japan Department Stores Association/Japan Chain Stores Association/Japan Supermarkets Association/Japan Retailers Association/All Japan Coffee Association/The Federation of Japan Confectionery Associations/Japan Millet Association/Food Coordinators Association Japan/Nihon-Cha Instructor Association/Japan Beer Sommelier Association/Japan Specialty Store Association/Tokyo Big Sight, Inc./Monthly Magazine "Gift PREMIUM"



OVERVIEW

The Gourmet & Dining Style Show, which has been held for 35 times in the past, was renamed to “Gourmet Show ®” starting in the fall of 2024.

This year, Gourmet Show gathered 332 exhibitors and 268 booths (including the organizer’s designated booth), and remarked the largest show ever held in the fall.

Along with change of its name, the area structure was also revamped. The booth exhibits were subdivided into Local Food Fair, Stylish Food Fair, Wellness Food Fair, Imported Food Fair, and Market Solution Fair to enhance each category’s theme. New content “Farmer’s Pride Fair” was newly established following the Craft Drink & Liquor Fair, and Party Food Fair to attract more visitors.

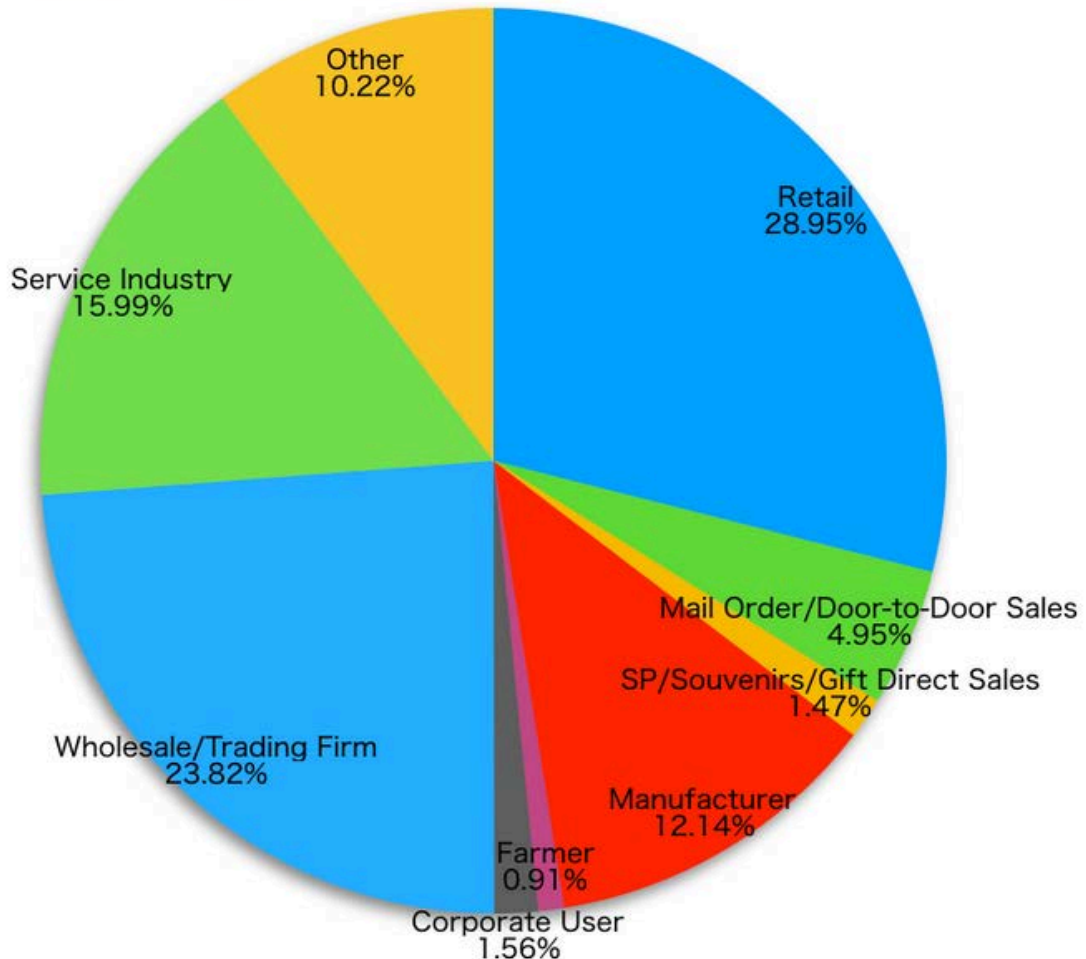


VISITOR DATA

■ Number of visitors by date

Date	Weather	Number of visitors	Compared to last year
September 4, 2024	Cloudy	10,120	109.83%
September 5, 2024	Sunny	10,771	106.02%
September 6, 2024	Sunny	10,151	123.78%
Total		31,042	112.58%

■ Business Category of Visitors



VISITOR DATA ②

Business Category of Visitors

Category	Number	%
Retail	8,987	28.95%
Mail Order/Door-to-Door Sales	1,536	4.95%
SP/Souvenirs/Direct Gift Sales	455	1.47%
Manufacturer	3,768	12.14%
Farmer	284	0.91%
Corporate User	483	1.56%
Wholesale/Trading Firm	7,394	23.82%
Service Industry	4,963	15.99%
Other	3,172	10.23%
Total	31,042	100.00%



Subclassification

Retail

Category	Number	%
Department Store	1,740	19.36%
General Merchandise Store	427	4.75%
Supermarket	460	5.12%
Regional Cooperatives	71	0.79%
Convenience Store	83	0.92%
Premium Food Store	1,560	17.36%
Natural Food Store	111	1.24%
Liquor Store	468	5.21%
Souvenir Shop	298	3.32%
Delicatessen	217	2.41%
Bakery	393	4.37%
Interior Store	251	2.79%
Lifestyle Shop	1,177	13.10%
Home Improvement Store	46	0.51%
Other Retail Store	1,685	18.75%
計	8,987	100.00%

Service Industry

Category	Number	%
Restaurants and Canteen	1,635	32.94%
Izakaya and Bar	960	19.34%
Cafe	484	9.75%
Catering and Food Service	171	3.45%
Home Delivery Store	14	0.28%
Fast Food Store	14	0.28%
Hotel and Ceremonial Hall	618	12.45%
Leisure Facilities	256	5.16%
Travel Industry	43	0.87%
Other Service Industry	768	15.48%
Total	4,963	100.00%

EXHIBITING AREA ①

Booth Exhibit

Local Food Fair



Gathering refined regional products from all over Japan. Wide range of Japanese specialty food products such as Agricultural products, Processed Food, Confectionery, etc.



Stylish Food Fair



Collection of high-quality and well-designed products. Proposing new lifestyles to food market with the combination of deliciousness and excellent design.



Wellness Food Fair



Gathering health-oriented products which support the physical and mental wellness of consumers. Proposing the Integration of delicious food and healthy lifestyle.



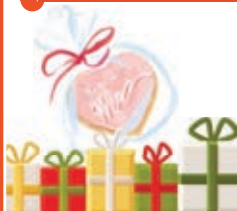
Imported Food Fair



Showcasing world's authentic food and beverage products. Bringing world's food culture, taste, and tradition to the Japanese food market.



Market Solution Fair



Exhibitors propose innovative services, items, and systems to enrich the food market by making the dining experience more fun, convenient, and pleasant.



EXHIBITING AREA ②

Table Exhibit

Party Food Fair



Featuring themes of various party settings such as anniversary, celebration, tea party, and so on. PARTY FOOD FAIR gathers specialty food and beverage that enrich social gathering.



Craft Drink & Liquor Fair



Craft drink market has been growing in Japan as there are diverse products with selected ingredients. This area showcases unique crafted beverages with excellent quality.

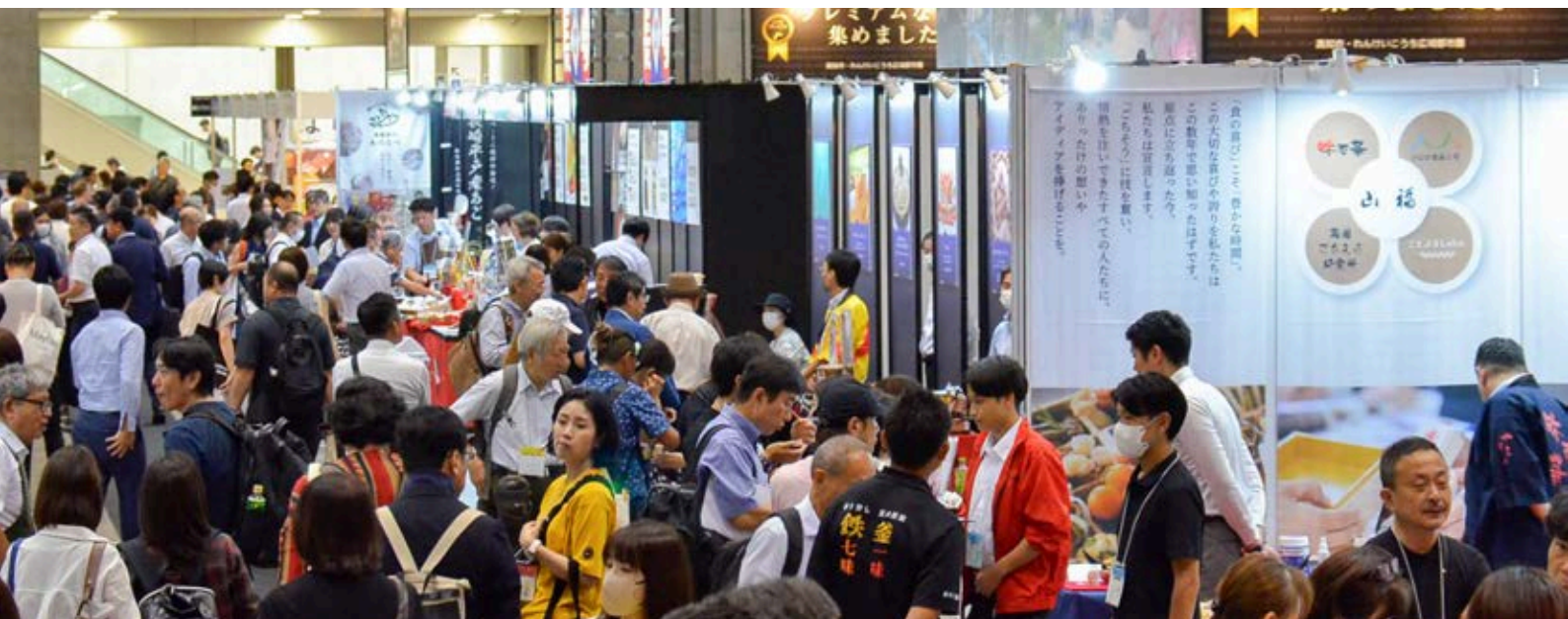


Farmer's Pride Fair



Showcasing agricultural products grown and manufactured with extra care of producers. This area propose not only refined products, but also the thoughts and enthusiasm of producers.

NEW



SPECIAL EVENT

Food Styling



Concept
「House Party with Local Produce」



Concept
「Healthy Dessert to feel the arrival of Autumn」



Theme Event: OMOTASE

OMOTASE showcased gift items that propose high-quality gift products for family, friends, partners, and business clients to express gratitude and appreciation.



WORLD GOURMET SELECTION

With the theme of "from Gourmet Show to the world!", World Gourmet Selection showcased products that wishes to expand sales channels in Japan, or the world.

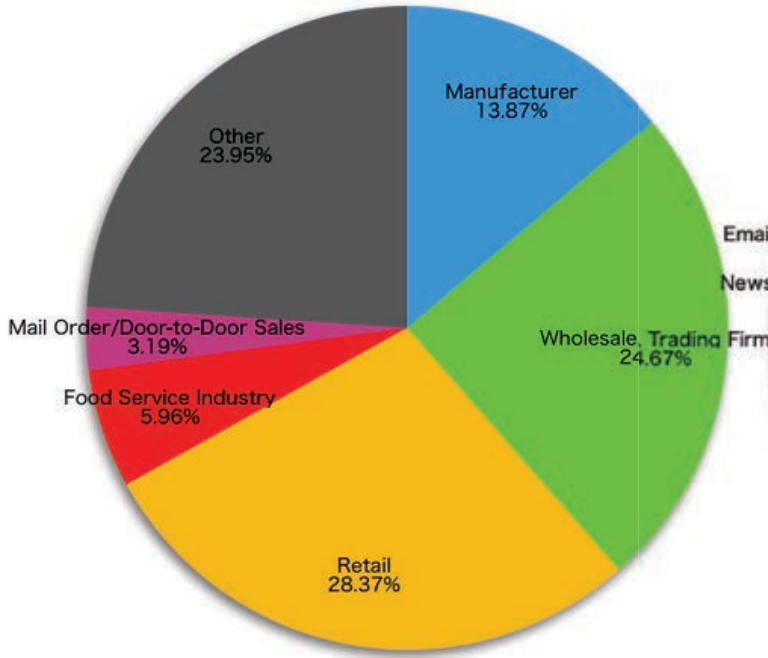


VISITORS FEEDBACK

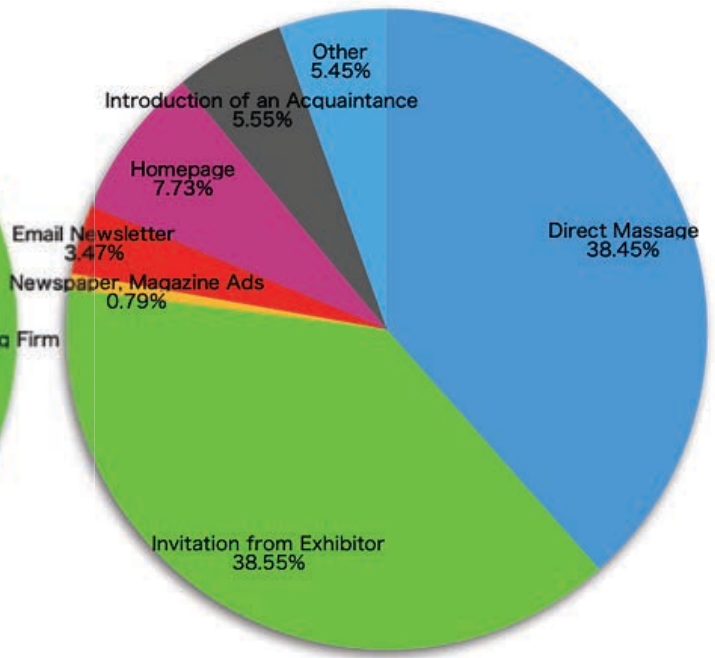
A questionnaire survey of visitors was conducted at the "New Product Contest" venue at the entrance of East Hall 2, Tokyo Big Sight.

The number of sample collected is 1,000.

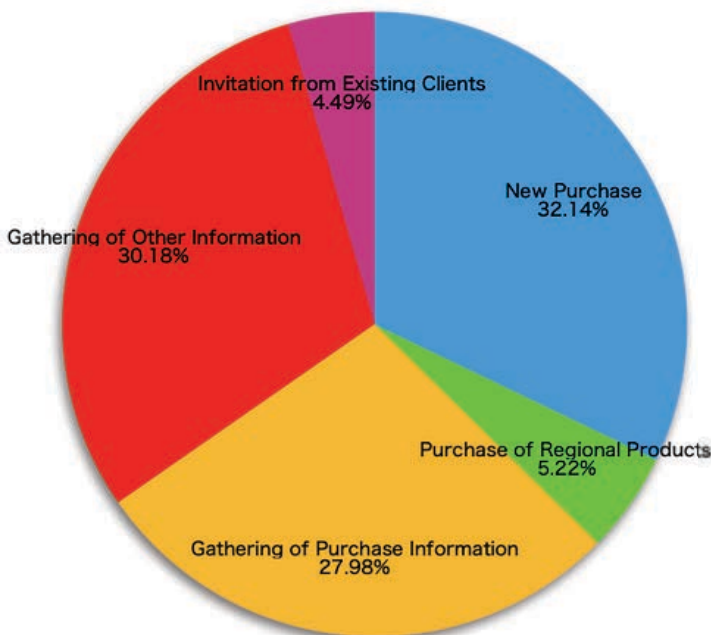
Visitor Category



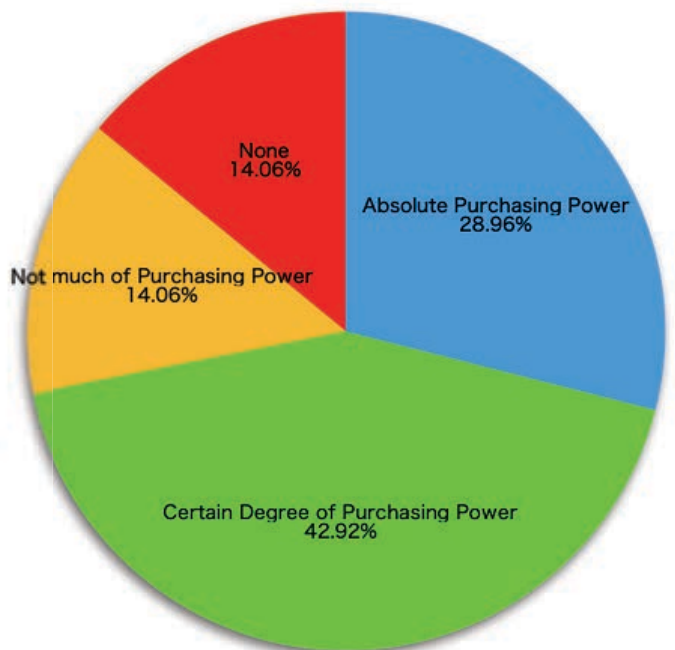
Reason of visit



Purpose of Visit



Right of Making Purchasing Decision



CONTACT

Feel Free to contact us at any time

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Find latest information on Gourmet Show homepage



<https://www.gourmetshow.jp/english/>



Gourmet Show official Youtube chanel



<https://www.youtube.com/@gourmetshow2007>



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