

The 37th
GOURMET
SHOW[®] Spring 2025

POST SHOW REPORT

The 37th Gourmet Show Spring 2025



Business Guide-Sha, Inc. Gourmet Show Office

Table of Contents

| | |
|---------------------------|-----------|
| Theme | 1 |
| Outline | 2 |
| Overview | 3 |
| Visitor Data | 4 |
| Exhibiting Area | 6 |
| Special Event | 9 |
| Visitors' Feedback | 11 |

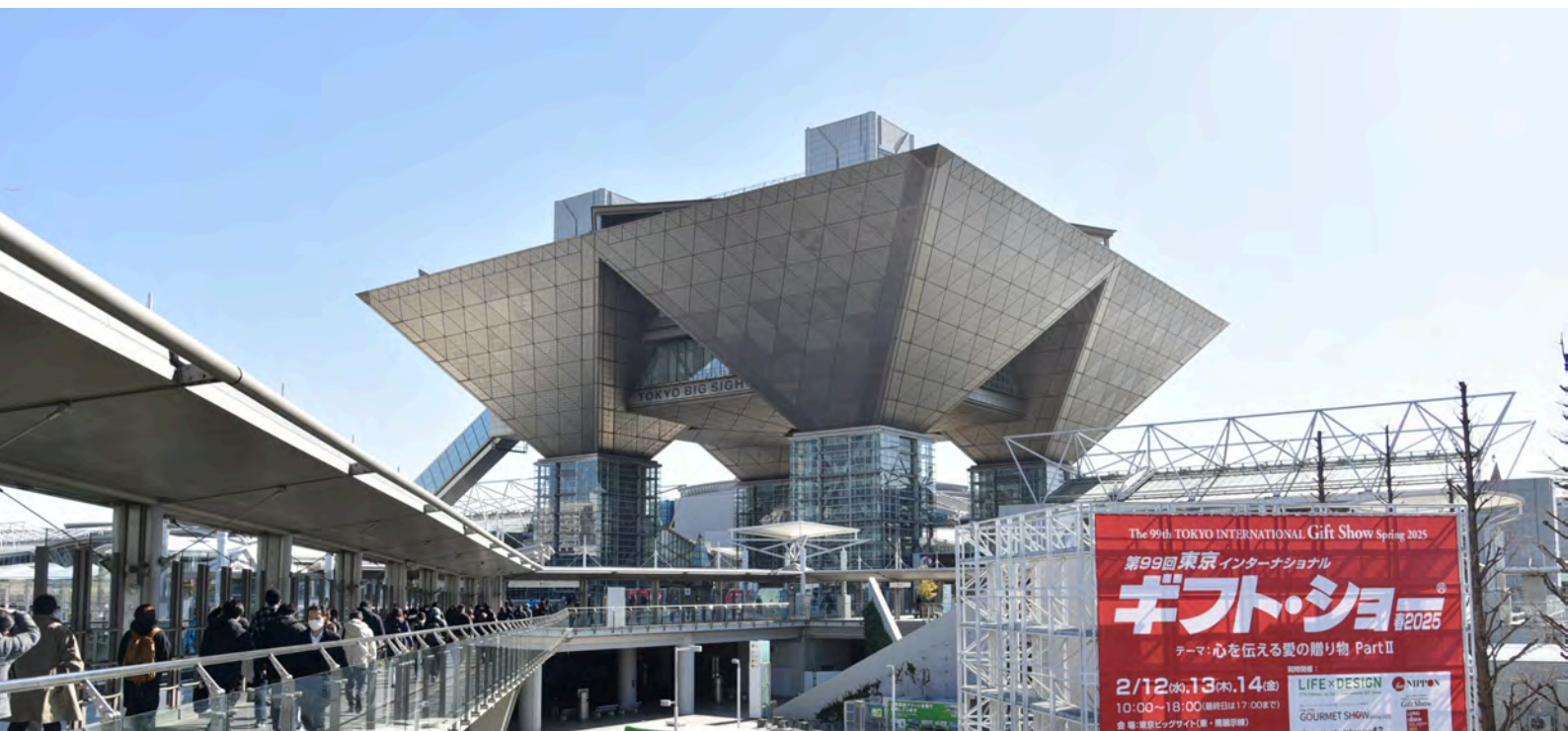
Theme

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 producer’s dedication for creating high-quality products is conveyed to consumers.

Outline

| | |
|-------------------------|--|
| Name | The 37th Gourmet Show Spring 2025 |
| Date | February 12th (Wed) - 14th(Fri), 2025 |
| Venue | Tokyo Big Sight, East Hall3 |
| Visitors | 35,980 (refer to P.4 for details) |
| Exhibitors | 404 companies / 283 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 / Economic and Commercial Office, Embassy of Spain / AICEP Trade & Investment Agency / Office of Commercial Affairs Royal Thai Embassy / Manufactured Imports and Investment Promotion Organization(MIPRO) / Japan Direct Marketing Association / Japan Interior Designer's Association / Japan Retailers Association / Japan Department Stores Association / Japan Chain Stores Association / Japan Supermarkets 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 / Food Salvage Inc. / Tokyo Big Sight, Inc. / Monthly Magazine "Gift PREMIUM" |



Overview

This was the second time the event was held after change of its name in Autumn 2024. Along with change of the show name, the area structure was also revamped. The show was held with 4 major exhibiting areas; “Local Food Fair”, “Stylish Food Fair”, Wellness Food Fair”, and “Market Solution Fair”. Additionally, a new special themed area “CAFE&TEA FAIR” was held in addition to the “PARTY FOOD FAIR” and “FARMER’S PRIDE FAIR”. This year, Gourmet Show gathered 404 exhibitors and 283 booths (including organizer’s designated booth), gathering high-quality and concept-based products. We welcomed group exhibitors from Gunma prefecture, Mie prefecture, and Akita prefecture as well. The Gourmet Show is increasingly attracting attention as a trade fair that connects a variety of extraordinary exhibitors and life-style oriented sales channels.

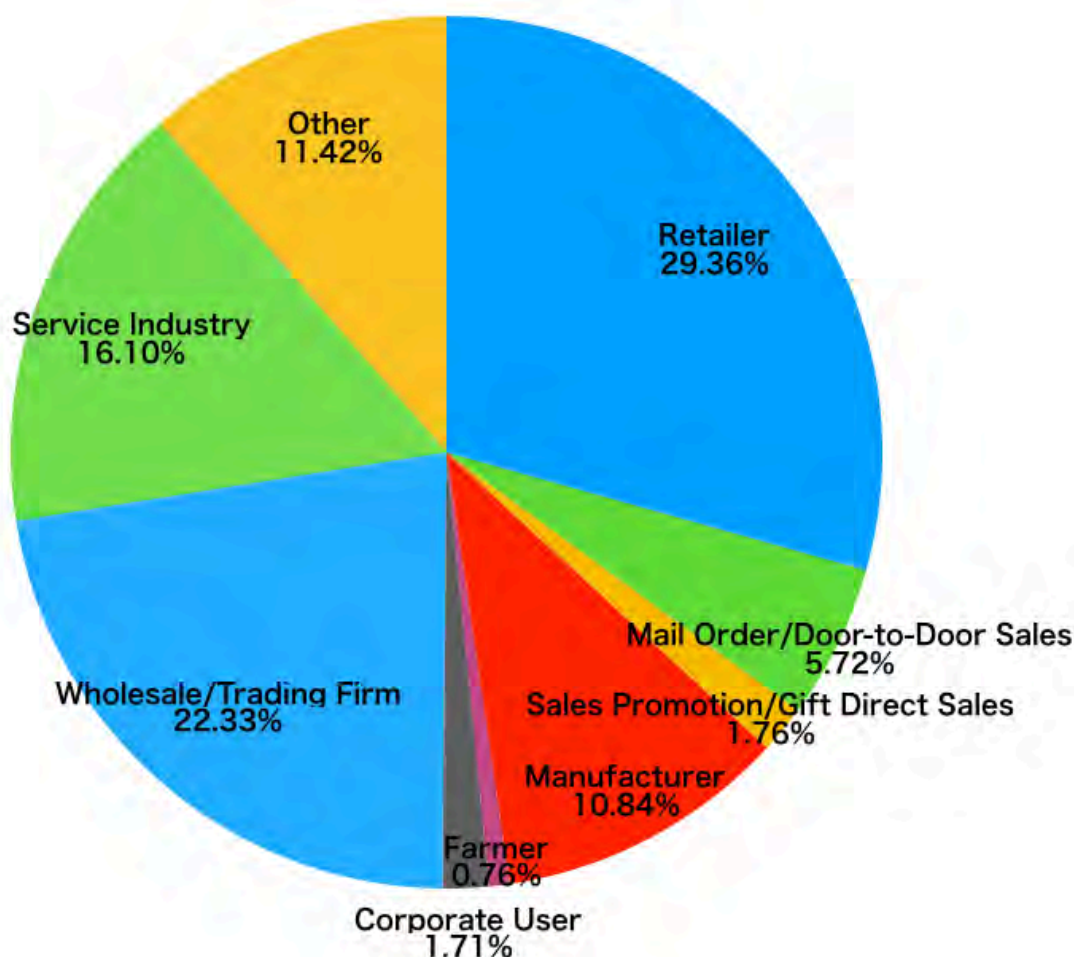


Visitor Data

■ Number of visitors by date

| Date | Weather | Number of visitors | Year-on-Year comparison |
|-------------------|---------|--------------------|-------------------------|
| February 12, 2025 | Sunny | 11,135 | 159.76% |
| February 13, 2025 | Sunny | 12,942 | 94.25% |
| February 14, 2025 | Sunny | 11,903 | 93.03% |
| Total | | 35,980 | 107.42 |

■ Business category of visitors



Visitor Data ②

Business Category of Visitors

| Category | Number | Share |
|-----------------------------------|--------|---------|
| Retailer | 10,564 | 29.36% |
| Mail Order/Door-to-Door Sales | 2,058 | 5.72% |
| Sales Promotion/Gift Direct Sales | 633 | 1.76% |
| Manufacturer | 3,900 | 10.84% |
| Farmer | 273 | 0.76% |
| Corporate User | 615 | 1.71% |
| Wholesale/Trading Firm | 8,034 | 22.33% |
| Service Industry | 5,793 | 16.10% |
| Other | 4,110 | 11.42% |
| Total | 35,980 | 100.00% |



Subclassification

Retail

| Category | Number | Share |
|---------------------------|--------|---------|
| Department Store | 1,618 | 15.32% |
| General Merchandise Store | 357 | 3.38% |
| Supermarket | 619 | 5.86% |
| Regional Cooperatives | 193 | 1.83% |
| Convenience Store | 102 | 0.97% |
| Premium Food Store | 1,775 | 16.80% |
| Natural Food Store | 131 | 1.24% |
| Liquor Store | 315 | 2.98% |
| Souvenir Store | 344 | 3.26% |
| Delicatessen | 127 | 1.20% |
| Bakery | 704 | 6.66% |
| Interior Store | 178 | 1.68% |
| Lifestyle Shop | 1,404 | 13.29% |
| Home Improvement Store | 145 | 1.37% |
| Other Retail Store | 2,552 | 24.16% |
| Total | 10,564 | 100.00% |

Service Industry

| Category | Number | Share |
|---------------------------|--------|---------|
| Restaurant 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 Area①

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 the food market through products that combine deliciousness and excellent design.



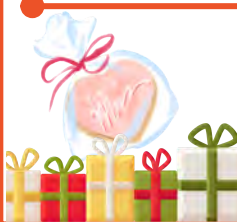
Wellness Food Fair



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



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 Area②

Special Themed 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.



CAFE&TEA FAIR



CAFE&TEA FAIR was held for the time time, gathering refined beverage products such as tea leaves, coffee beans with added value, and instant coffee.



Japanese Tea Award 2024 Exhibition

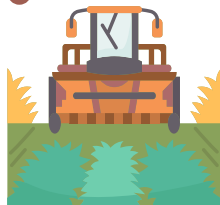


Showcasing award-winning teas for the “Japanese Tea AWARD 2024”, which includes grand prize given by Ministry of Agriculture, Forestry and Fisheries.

In cooperation with:
Nihon-cha Instructor Association



FARMER'S PRIDE FAIR



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

In cooperation with:
Japan Agricultural Corporations Association



FARM & FOOD DESIGN



A featured area focused on collaboration of designer and agricultural products. Exhibitors introduced branding of agriculture and stories of farmers.

In cooperation with: farmstead Inc.



Exhibiting Area③

Concurrent Show

feel NIPPON



“feel NIPPON” exhibition was jointly organized by The Japan Chamber of Commerce and Industry. Number of local products utilizing natural resources and tradition were showcased.

In cooperation with: The Japan Chamber of Commerce and Industry



Yama-no-megumi project



“Yama-no-megumi project” supports new products and sales channel development. Various products from villages in the mountains were showcased.

In cooperation with: JR East Marketing & Communications, Inc. (JR Higashi Nihon Kikaku)



Special Event



Food & Tableware Exhibition

“Food & Tableware Exhibition” was held in collaboration with the concurrent show: Tokyo International Gift Show to showcase the collaboration of premium food and refined tableware. The display was presented using products of exhibitors from both Gourmet Show and Tokyo International Gift Show.

●Supervision: Japan Food Coordinator School Chief Producer Ms. Ai Mitsui



Theme event “OMOTASE”

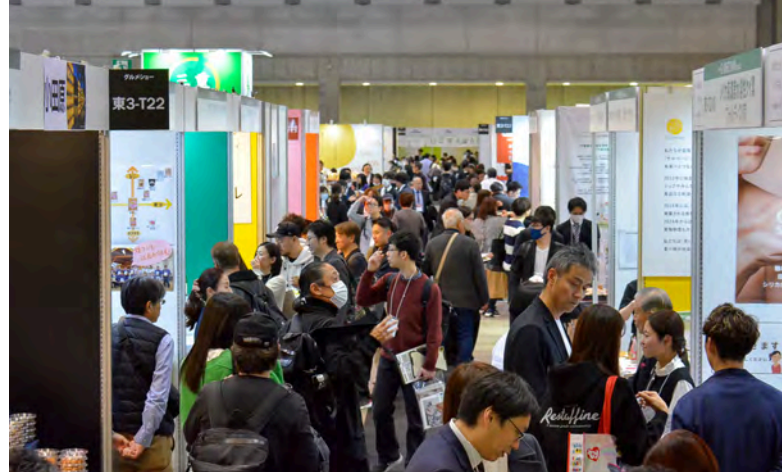
OMOTASE showcased gift items that propose high-quality gift products for family, friends, partners, and business clients to express gratitude and appreciation.

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.



Venue Image

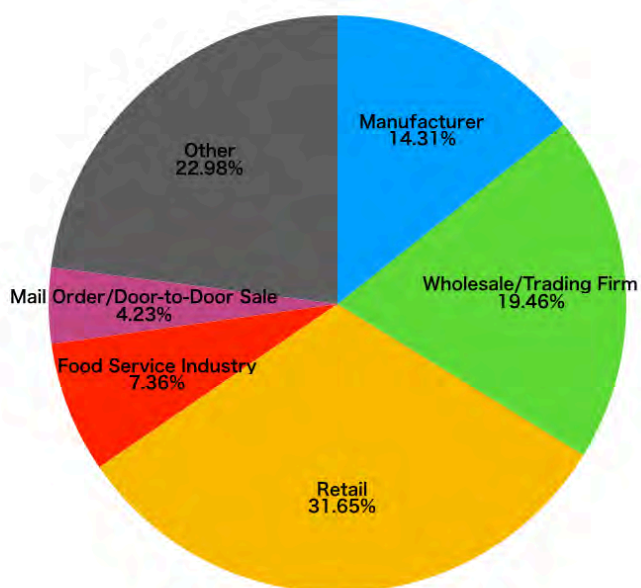


We are deeply grateful for all the visitors and exhibitors that made The 37th Gourmet Show Spring 2025 a very successful show. We will continue to organize Gourmet Show with the aim of contributing to the creation of a market where the dedications and passion of producers are conveyed to the consumers.

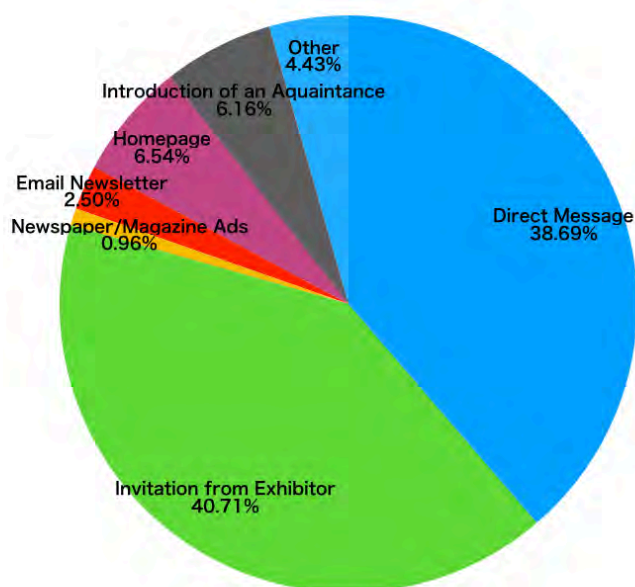
Visitors' Feedback

Questionnaire survey for visitors were conducted at the "New Product Contest" venue at the entrance of East Hall 2, Tokyo Big Sight. The number of feedback collected were 992.

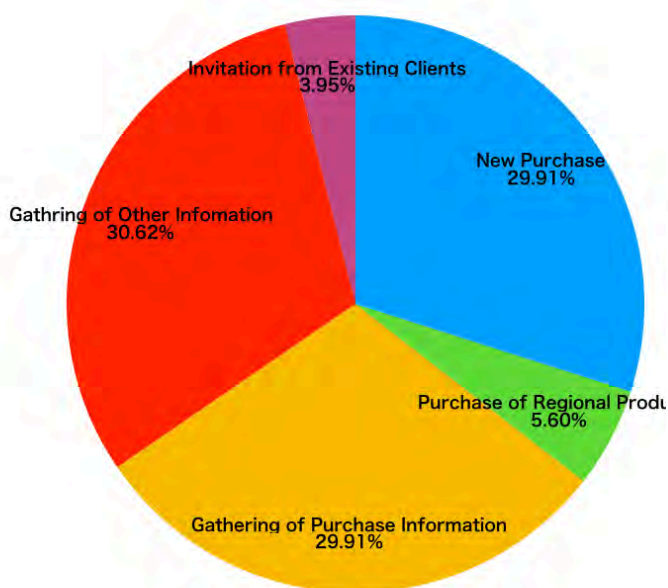
Visitor Category



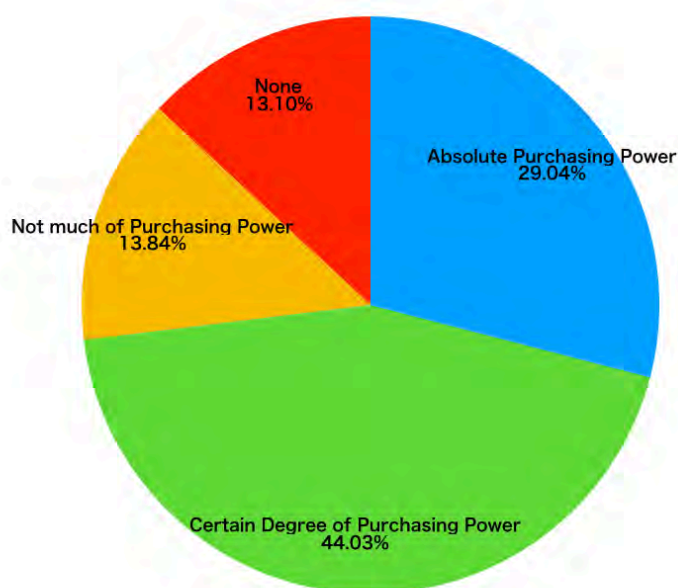
Reason of visit



Purpose of Visit



Right of Making Purchasing Decision



Contact

Feel free to contact us at any time
Mon-Fri 9:00~18:00



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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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