



GOURMET
SHOW

The 39th
GOURMET
SHOW® Spring 2026



The 39th Gourmet Show
Spring 2026

POST SHOW REPORT

SPRING
2026

Business Guide-Sha, Inc. Gourmet Show Office

OUTLINE

Title	The 39th Gourmet Show Spring 2026
Date	February 4th (Wed) - 6th(Fri), 2026
Venue	Tokyo Big Sight, East Hall4
Visitors	36,129
Exhibitors	432 companies / 296 booths
Official Support	<p>Central Federation of Societies of Commerce and Industry / The Japan Chamber of Commerce and Industry / Japan Agricultural Corporations Association / Agricultural Trade Office, U.S. Embassy Tokyo / Office Of Commercial Affairs Royal Thai Embassy / Manufactured Imports And Investment Promotion Organization (MIPRO) / Japan Retailers Association / Japan Department Stores Association / Japan Chain Stores Association / Japan Supermarkets Association / Japan Direct Marketing Association / Japan Interior Designer's 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"</p>

OVERVIEW



The 39th Gourmet Show Spring 2026 welcomed 432 exhibitors across 296 booths, showcasing high-quality and concept-based food products. The exhibits were divided into five main areas: "Local Food Fair," "Stylish Food Fair," "Wellbeing Food Fair," "World Food Fair," and "Market Solution Fair." In addition, as part of an area configuration designed to address increasingly segmented market needs, the "Party Food Fair" and the "Café & Tea Fair" were held.



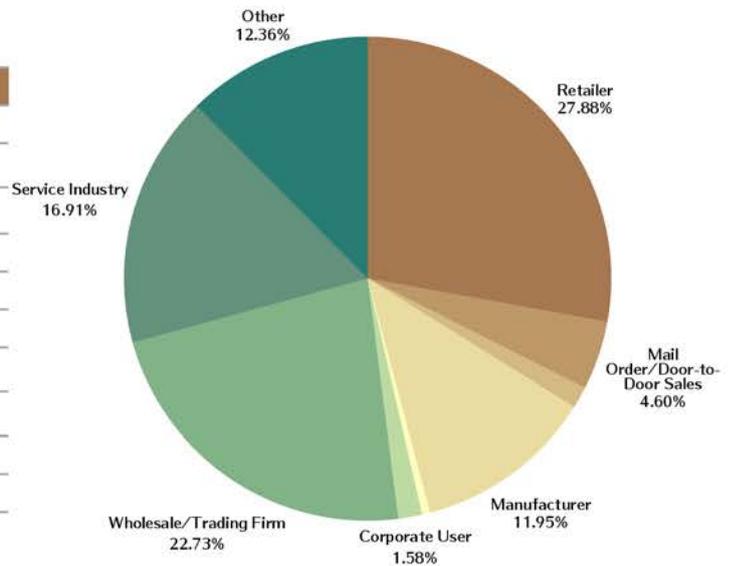
In order to maximize opportunities for exhibitors and visitors, the Gourmet Show hosted seminars, the Kitchen Stage, and the New Product Contest. The local governments and regional economic organizations such as Gunma Prefecture and Okayama City presented their high-quality products. Additionally, the Chamber of Commerce business meeting "feel NIPPON" and the "Blessings of the Mountains Project," led by the Ministry of Agriculture, Forestry and Fisheries, were also held. The number of exhibitors and visitors has continued to increase with each edition, resulting in three days of active business meetings.

VISITOR DATA

Date	Weather	Number of Visitors	Year-on-Year Comparison
February 4 (Wed)	Sunny	11,153	100.16%
February 5 (Thu)	Sunny	13,099	101.21%
February 6 (Fri)	Sunny	11,877	99.78%
Total		36,129	100.41%

Business Category

Category	Number	Share
Retailer	10,071	27.88%
Mail Order/Door-to-Door Sales	1,662	4.60%
Sales Promotion/Gift Direct Sales	521	1.44%
Manufacturer	4,319	11.95%
Farmer	196	0.54%
Corporate User	570	1.58%
Wholesale/Trading Firm	8,213	22.73%
Service Industry	6,111	16.91%
Other	4,466	12.36%
Total	36,129	100.00%



Retail

Category	Number	Share
Department Store	1,354	13.44%
General Merchandise Store	293	2.91%
Supermarket	739	7.34%
Regional Cooperatives	114	1.13%
Convenience Store	61	0.61%
Premium Food Store	1,478	14.68%
Natural Food Store	130	1.29%
Liquor Store	389	3.86%
Souvenir Store	293	2.91%
Delicatessen	98	0.97%
Bakery	459	4.56%
Interior Store	112	1.11%
Lifestyle Shop	1,243	12.34%
Home Improvement Store	102	1.01%
Other Retail Store	3,206	31.83%
Total	10,071	100.00%

Service

Category	Number	Share
Restaurant and Canteen	2,053	33.60%
Izakaya and Bar	847	13.86%
Café	570	9.33%
Catering and Food Service	244	3.99%
Home Delivery Store	33	0.54%
Fast Food Store	16	0.26%
Hotel and Ceremonial Hall	587	9.61%
Leisure Facilities	342	5.60%
Travel Industry	147	2.41%
Other Service Industry	1,272	20.81%
Total	6,111	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 the food market through products that combine deliciousness and excellent design.



Wellbeing Food Fair

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



World Food Fair

Showcasing world's authentic food & 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 Special Themed 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

We propose carefully selected tea and coffee to help you enjoy a blissful moment of relaxation in your daily life or during a busy workday. Held once a year in spring (February).



feel NIPPON

“feel NIPPON,” a trade fair jointly organized by chambers of commerce from across Japan, showcases regional products and services, including local specialties and tourism offerings created using regional resources and traditional craftsmanship.

Supported by
Japan Chamber of Commerce and Industry



Blessings of the Mountains Project

The “Blessings of the Mountains Project” supports initiatives such as the development and sales of new products that make use of distinctive regional resources from mountain communities. Attractive products from mountainous areas across Japan will be exhibited.

Organized by: Kyodo Printing Co., Ltd.





SPECIAL EVENT

We held an exhibition event that reinterpreted food content currently popular and trending around the world by reorganizing products from new angles and perspectives, effectively conveying their true appeal.

JAPAN TEA AWARD



This consumer-voted competition highlights consumer needs, with its top honor, the Japan Tea Grand Prize, also presented with the Minister of Agriculture, Forestry and Fisheries Award. Award-winning teas from Japan Tea AWARD 2025 are available to find the ideal tea for any occasion.

Co-hosted by: Japan Tea Instructor Association /
Japan Tea AWARD 2025 Executive Committee /
Japan Tea Judging Council



Theme Event



Around the world, every region has traditional foods rooted in local culture. Under three themes—Traditional, Modern, and Sustainability—we showcased the future of food culture through heritage foods, modern interpretations of regional cuisine, and initiatives that protect local resources.



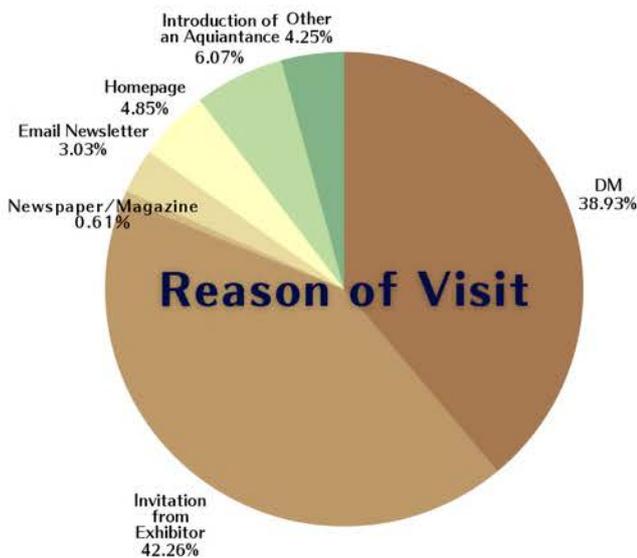
VENUE IMAGE



We are deeply grateful for all the visitors and exhibitors that made The 39th Gourmet Show Spring 2026 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" at the East Hall 4, Tokyo Big Sight. The number of feedback collected were 973.



81.2%

Triggered by Organizer & Exhibitor Direct Mail

66.8%

Visitors Primarily Attending for Purchasing Purposes

71.9%

Strong Presence of Decision-Making Buyers

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【CONTACT】

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