

18th SHANGHAI PRIVATE LABEL FAIR ASIA SHOW REPORT

Where good
Products
meet good
Brands

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2025
SHANGHAI NEW
INTERNATIONAL EXPO CENTRE

11/18 ▶ **11/20**
/TUE/ /THU/

ORGANIZERS: PRIVATE LABEL SHANGHAI COUNCIL \ YADO EXPO

CONTRACTOR: INTERNATIONAL SOURCING (SHANGHAI) ADVERTISING CO., LTD

STRATEGIC COOPERATION : KOREA TRADE INVESTMENT PROMOTION AGENCY PRIVATE LABEL INDUSTRY RESEARCH INSTITUTE

COOPERATIVE UNIT : AICEP \ CHINA MERCHANTS \ UNITED PROCUREMENT COMMITTEE \ IBMG BUSINESS THINK TANK \ LINKSHOP \ LONGSHOP &
SUPERMARKET WEEKLY \ BUSINESSREVIEW \ MEJOUR GROUP \ PINZHI \ FOODEXWORLD \ WORLDFOODS \ CANKAOLA



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EXHIBITION HIGHLIGHTS

EXHIBITORS

988
10% YoY growth

VISITORS

26,711

EXHIBITION AREA

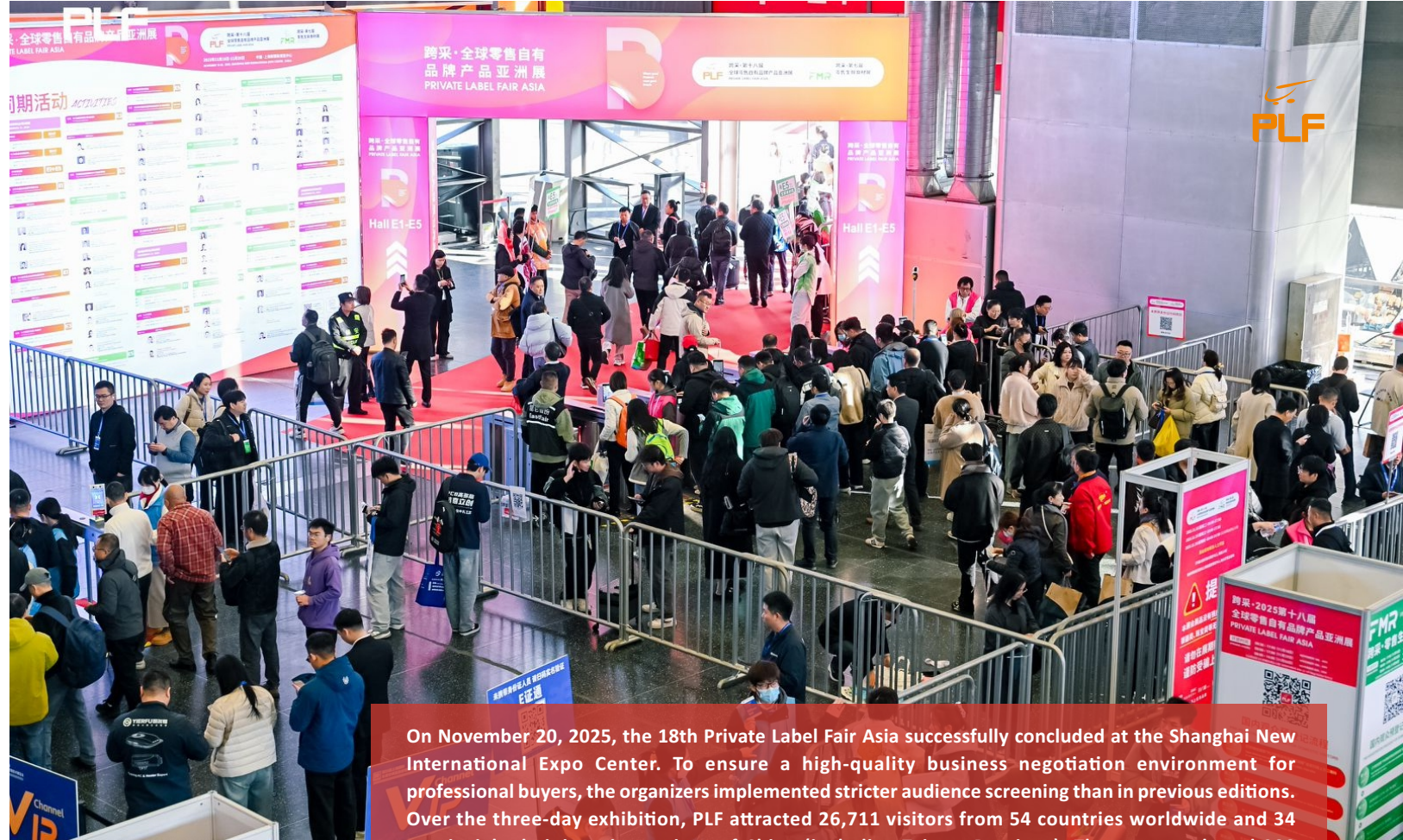
60,000

COUNTRIES AND REGIONS

6

INTERNATIONAL
COMPANIES

79



On November 20, 2025, the 18th Private Label Fair Asia successfully concluded at the Shanghai New International Expo Center. To ensure a high-quality business negotiation environment for professional buyers, the organizers implemented stricter audience screening than in previous editions. Over the three-day exhibition, PLF attracted 26,711 visitors from 54 countries worldwide and 34 provincial administrative regions of China (including Taiwan Province). The event gathered 988 highquality source enterprises and hosted 20 exciting professional activities.

This year's PLF boasted a rich range of exhibits, fully covering six core categories: Personal Care, General Merchandise, Leisure Food, Daily Necessities Food, Alcoholic Drinks & Beverages, and Fresh Ingredients. Subcategories included tableware & kitchenware, home textiles & knitwear, storage & organization, household paper, disposable products, bathroom & drying supplies, furniture, home cleaning products, personal care & home care products, epidemic prevention supplies, personal cleaningproducts,stationery & toys, small home appliances, dried meat, preserved fruits, leisure seafood, nuts & dried fruits/vegetables, biscuits & pastries, candies, chocolates & jelly, puffed food, alcoholic beverages, nonalcoholic beverages, instant drinks, grain, oil & non-staple food, condiments, convenience food, driedand local specialty products, nutritional health products, brand zones, and packaging design. These fully met the full-category procurement and docking needs of retail enterprises, mainstream ecommerce platforms, supermarkets, and other channels.

Find A Factory, Source A Product, Join PLF.

18th PRIVATE LABEL FAIR ASIA

E1 Care; General Merchandises

E3 Beverages; Confectionery

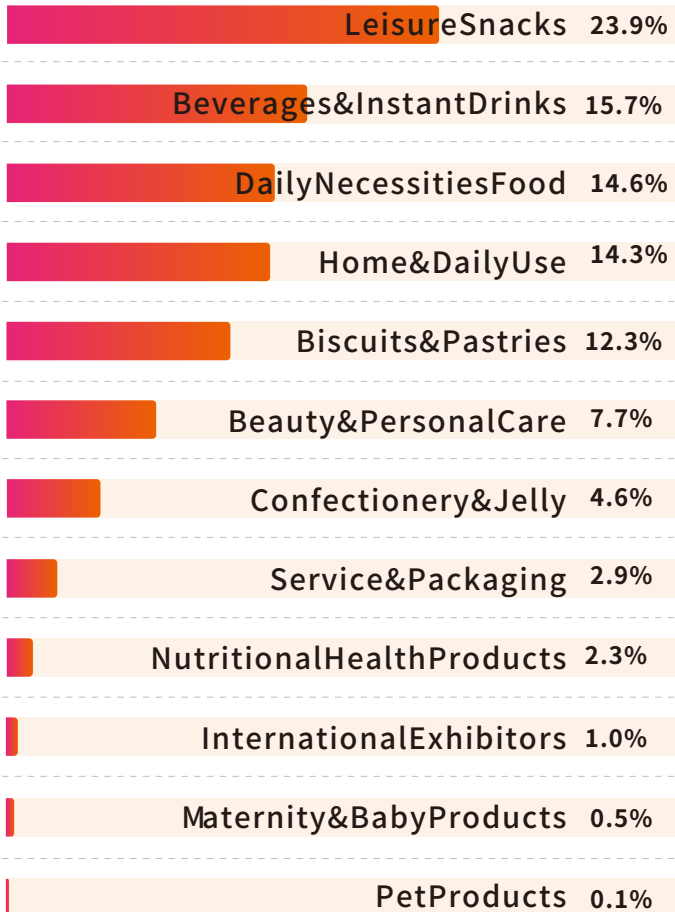
E5 Fresh

E2 Grains, Oil & Seasonings; Dry Groceries;
First-tier Brands; Online Top-selling Products

E4 Baking & Puffed Foods; Nuts & Meat Jerk



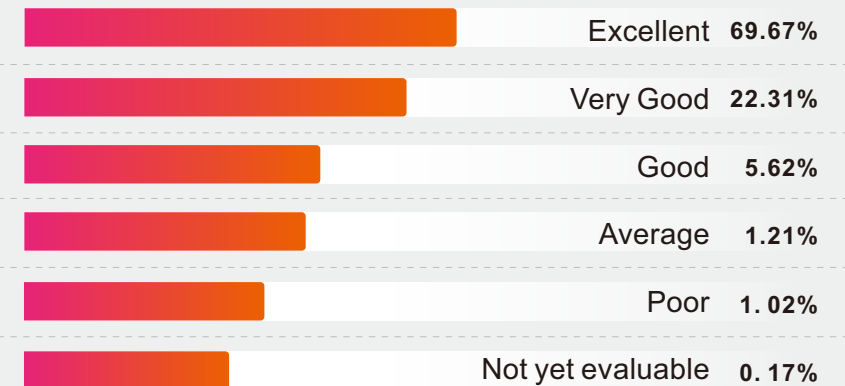
EXHIBITOR ANALYSIS



Exhibitor Objectives (Percentage)



Exhibitor Satisfaction



Exhibitor Testimonials



Feng Wenqiong, Deputy Marketing Director of Shanghai Shen'ou Enterprise Development Co., Ltd.:

"We have been engaged in OEM manufacturing since 2006 and have cooperated with RT-Mart for more than 20 years. This time, we brought new products such as suspended core and liquid sanitary napkins, hoping to meet new customers at the exhibition. Visitors to PLF have very clear purposes and high compatibility. I am very optimistic about the future development of China's private label industry."



Wu Shaohua, General Manager of Fujian Fujinji Food Co., Ltd.:

"Our company has been operating its own private label for many years and has cooperated with Oriental Selection, Xiaoxiang Supermarket, and Pupu Supermarket. Cooperating with retailers has taught us a lot in production. We hope China's private label industry will thrive better and better."



Liu Qin, General Manager of Qingdao Jiameiyang Food Co., Ltd.:

"Our company specializes in seafood and flavored fish products, which are exported to Europe, America, Japan, and South Korea. For this PLF exhibition, we specially brought improved versions of our classic products in butter and original flavors, focusing on clean labels and zero added preservatives. PLF can accurately connect purchasers from multiple countries, serving as a core channel for us to acquire overseas customers in Southeast Asia and beyond. It also allows us to perceive new industry demands, providing support for product optimization and business expansion."



Lin Dongcun, General Manager of Hunan Xiangqu Food Co., Ltd.:

"I am an exhibitor from Hunan. Our new product is beef crispy cookies, containing 18% beef and 15% pure butter, specially tailored for consumers who prefer savory flavors. Our company has long been engaged in private label cooperation, with a mature OEM system and multiple certifications, having served customers such as Sam's Club and Hema. PLF attracts high-quality customers. We have participated in three consecutive editions, highly recognizing the exhibition and will continue to participate."



Jia Bing, Brand Promotion Director of Lǚjie Co., Ltd.:

"Our product advantage lies in source control of raw materials and multi-strain fermentation technology, suitable for people with sugar control needs and health-conscious beverage lovers. We hope to gain favor from more health-focused consumers at this exhibition and wish the exhibition a complete success."



Wu Xuezi, Deputy General Manager of Inner Mongolia Mengyuan Food Co., Ltd.:

"Our company is based in Bayannur, Inner Mongolia, specializing in fermented beef products. We have our own core technologies and processes and brought many new products to this exhibition. Having cooperated with retailers for 10 years, we believe PLF can accurately connect channel partners and are very optimistic about the prospects of the private label niche market."



Wu Jiaxun, Special Assistant to the General Manager of Taizhou Ruikang Daily Necessities Technology Co., Ltd.:

"Our company has cooperated with PLF Cross-Sourcing Private Label Exhibition for 14 years, acquiring abundant customer resources at the exhibition—for example, Guizhou Heli is our long-term in-depth cooperative customer. This time, we are focusing on promoting our green light meal series of tableware, hoping to inspire innovation in tableware amid the healthy eating trend."



Huang Kaitu, Founder of Dachuan (Fujian) Food Co., Ltd.:

"We have always believed that building a brand requires patience and solving consumers' problems. The exhibition is an important platform for us to showcase our products, helping consumers and distributors understand the latest achievements while providing us with good opportunities for exchange and learning."



Walmart, Metro, Costco, JD.com, Yonghui Superstores, Rainbow Department Store, Beijing Shouhang Supermarket, Chengdu Ito-Yokado, RT-Mart, Dawuhe Trading, Dingdong Maicai, Guangdong Tianfu, Guangzhou Lotus Supermarket, Haiziwang (Kidsland), Hangzhou NetEase Yanxuan, Henan 567 Fresh Supermarket, Henan Huayu Baijia, Heze Jiahe Shopping Mall, Hema, Hunan Jiahui Department Store, China Resources Vanguard, Lianhua Supermarket, Qingdao Liqun, Sanjiang Shopping, Shandong Xinxing Group, Shaanxi Quandou Industry, Shanghai Lawson, Shizu Group, Xuchang Xindaxin, ZhengzhouDennis Department Store, CNPC, and other enterprises. Their category managers, procurement directors, private label directors, and other team members attended to explore new products and discuss cooperation, contributing to building a private label supplier system.



Bringing Together Retailers From Around The World

» International Brand » Top 100 in China » Convenient Store » Specialty Store » Modern Retail » E-commerce



Visitor Testimonials



Fu Jiajie, Deputy Director of Shanghai Qingmei Supply Chain Co., Ltd. (Pinshang Life):
 "The exhibition is a gathering place with extremely high information density. For us, the main purpose of participating is to understand the latest industry trends—for example, which directions we overlooked and should revisit, or which projects need to be elevated to priority status. Additionally, we hope to meet more long-term cooperative supplier partners through the exhibition."



Wang Yuanyuan, Private Label Development Director of Xuchang Xindaxin Trading Group Co., Ltd.:
 "Private label has been a key development focus for Xindaxin in recent years. We plan to focus on frozen products (such as xiaolongbao, glutinous rice balls, dumplings, etc.) and general merchandise in the future. Communicating with peers at this exhibition, understanding the latest development directions of private labels, and meeting more factories that meet our private label development conditions have brought great gains. Thank you to the organizers for the invitation."



Mu Mu, Category Director of Personal Care & Home Cleaning at JD.com 1P Member Store:
 "In recent years, JD.com 1P Member Store has strived to create healthy products, including low GI, antibiotic-free, high-protein, organically certified, and geographically indicated products. We hope to find partners who share our philosophy, can control quality throughout the entire chain from raw materials to production and later transportation, and provide consumers with high-quality, cost-effective, and healthy products."



Zhao Xiangyang, Procurement Director of Henan 567 Business Management Co., Ltd.:
 "The future development direction of our 567 private label focuses on healthy and safe regular products that meet consumers' daily needs, such as clean ingredients, zero additives, and organic food. Participating in this exhibition has allowed us to meet excellent domestic suppliers and provided valuable insights for our future private label development. This trip was very worthwhile."

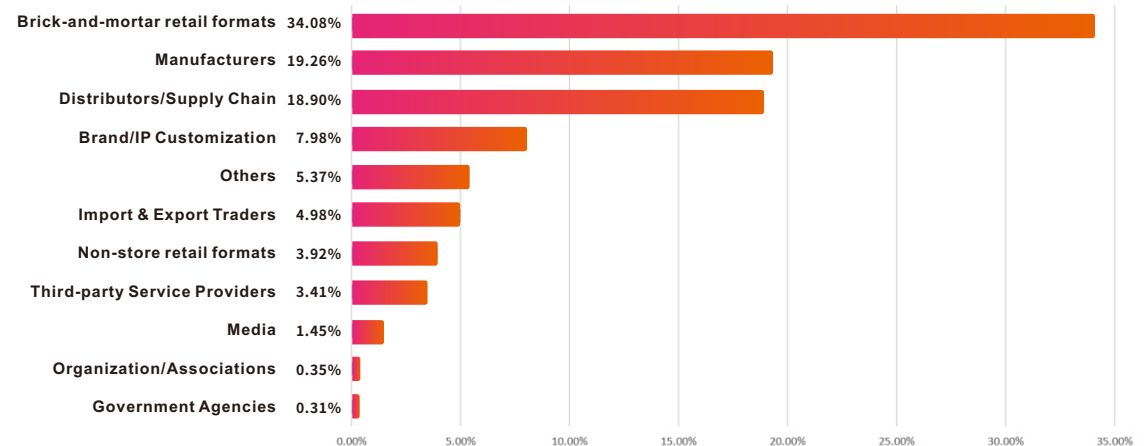


Jiang Haifeng, Marketing Director of Suzhou Xiaomianao E-commerce:
 "Through market insights, we found that private labels are highly popular and recognized by consumers, so we judge that private labels will be a strong growth driver in the future. Thank you to the organizers for the invitation—we met many outstanding food industry practitioners and supply chain brands. Embracing e-commerce is a great way to seek more development opportunities, and we hope more excellent factories and brands will contact us."



Zhu Zhiyong, Founder of Xunwu She (Money-saving Supermarket):
 "Participating in the exhibition has greatly changed my perception. My biggest gains are: first, finding factories that can provide high-quality products and processing capabilities for our system; second, seeing excellent domestic and international private label products; third, reconnecting and communicating with previous cooperative brands or potential partners—especially strengthening emotional exchanges within China Merchants Joint Sourcing."

Visitor Categories (Percentage)



CONCURRENT FORUM

6 THEME FORUMS

22 INDUSTRY BIG NAMES

3800 ATTENDEES



On-site Activities

The Small and Medium-sized Retail Enterprises Supply Chain Development Forum



The PLF Category Lab (Food)



Covered practical production-end topics, such as "building digital omni-channel supply chains for small and medium-sized retailers," "expanding alcohol from traditional to high-potential niche tracks," "achieving extended breakthroughs in the luncheon meat category," and "driving disposable product sales during the New Year"

The PLF Category Lab (Non-food)



Differentiation Path for Private Label Basic Disposable Products - "New Year Shopping Edition"

In-depth Interpretation of the 2025 China Fabric Care & Fragrance White Paper

The Workshop on Co-creating Efficient Supply Chains and Brand Growth with Discount Bull



The Workshop on How to Manage Suppliers Effectively

The Workshop on Designing for Channels, Packaging for Business



The Workshop on The Foundation of Quality: Dingdong Grocery's Quality Control System

The Workshop on The Discovering The Formula for Flagship Product Through Coconut Water



On-site Matchmaking

The 18th Private Label Fair Asia has created diverse opportunities for the industry and helped exhibitors fully connect with professional purchasers. Six themed retail-supplier matching meetings were elaborately planned, including the China Merchants Joint Sourcing Matching Meeting, Zhejiang-Fujian Retail-Supplier Matching Meeting, Supermarket Matching Meeting, E-commerce Matching Meeting, Catering Matching Meeting, and Comprehensive Retail-Supplier Matching Meeting.

Enterprises including Beijing Shouhang Supermarket, Chengsan Farm (Xi'an), Hebei Xingtai Jiale Yuan Supermarket, Henan Hamike Supermarket, Heilongjiang Qingou Fresh Chain Supermarket, Huanle Aijia Supermarket, Kaifeng Zhaoxiang Trading Co., Ltd., Shandong Xinxing Group, Suxiaoliu (Shanghai) Catering, and Tiandi Shenghuo Supermarket attended with clear procurement needs and conducted one-on-one negotiations with exhibitors, significantly improving the docking efficiency.

Mr. Zhang, an exhibitor from Hunan, stated: "We are extremely grateful to the organizers for building such abundant docking channels for us. As a traceable factory, we used to go to great lengths to secure just one supermarket channel in the past. However, at PLF, we can connect with multiple supermarket channels in PLF bulk—an experience we have never had at other exhibitions."



Industry Conferences

3rd China Regional Retail Innovation Summit
(Tangshan, September 16-18, 2025)



2nd Belgium Flanders Food Business
Docking Meeting (October 16, 2025)



China-Vietnam Agricultural Product Trade Enterprise
Docking Meeting (August 5, 2025)



Training Session

Supermarket Private Label Insight Seminar
(August 12, 2025)



Standard Empowers Brand Going Global to
Achieve a New Quality Productivity Closed Loop
(August 14, 2025)



Overseas Private Label Exhibitions

World of Private Label" International Trade Show,
Netherlands (May 20-21, 2025)

PLMA's 2025 U.S. Private Label Trade Show,
Chicago, USA (November 17-18, 2025)



Online Docking & Promotion

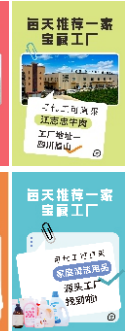
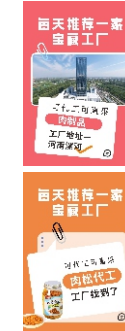
Ecommendation of Treasure Factories

Served 219 purchasers with 652 docking
services throughout the year

Recommended
Exhibitors: 38

Recommended
"Treasure Factories": 8

Recommended
"Treasure Factories": 9





9th Private Label "Golden Star Awards" Ceremony

第九届自有品牌“金星奖”颁奖典礼
THE 9TH PRIVATE BRAND "GOLDEN STAR AWARDS" CEREMONY
甄选好商品 · 创造高销量

2025

Participating
Companies:

78

(53% YoY growth)

Participating
Products:

794

(75% YoY growth)

Participating Retail
Private Labels:

332

(43% YoY growth)

As one of PLF's most important events

Founding history of **9** editions

Highly regarded by the whole industry



235

EXCELLENT
PRODUCT AWARD



62

THEME
SERIES AWARD



19

SUPERIOR FLAGSHIP
PRODUCT AWARD
Facial Tissue



11

SUPERIOR FLAGSHIP
PRODUCT AWARD
Coconut Water



5

SUPERIOR FLAGSHIP
PRODUCT AWARD
Daily Nuts Mix



Golden Star Awards

Total views:

850 Over 8.5 million

Total followers of official accounts

11,000

Total videos published

400 Over 400



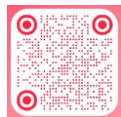
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评审嘉宾 (排名不分先后)



专业媒体(排名不分先后)



大众媒体 (排名不分先后)



100 Over 1 million times

233

1.000 Over 10 million times

1,900 Over 19 million

Total views:
8,000 Over 80 million



Airport & High Speed Rail Outdoor Advertising



理

China Private Label Development Report

- > -Understand the development trends of private labels
- > -Gain in-depth insights into the behaviors of purchasers and factories
- > -Share the latest frontline industry data
- > -Investigate product innovation insights of private labels at home and abroad



中国自有品牌发展

China Private Label Development Report

研究报告

2025-2026



19th *SHANGHAI*
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LABEL FAIR ASIA**

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2026
**SHANGHAI NEW
INTERNATIONAL EXPO CENTRE**

12/03 (Thursday) ▶ **12/05** (Saturday)

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