



FRESH-FOOD IN MODERN RETAIL TRADE SHOW

SHOW REPORT

WWW.FMREXPO.COM

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 SUPPORT: PRIVATE LABEL MANUFACTURERS ASSOCIATION (PLMA)

STRATEGIC PARTNER: THE THIRD EYE ON RETAIL

COOPERATING ORGANIZATIONS: DEPARTMENT OF INDUSTRY AND INFORMATION TECHNOLOGY OF GUANGXI ZHUANG AUTONOMOUS REGION,
LINKSHOP, LONGSHOP SUPERMARKET WEEKLY, BUSINESS REVIEW, MUJING GROUP, PINZHI, SAFE FOOD NEWS &
FOOD EXHIBITION NETWORK, WORLDFOODS, CANKAOLA



EXHIBITION HIGHLIGHTS

EXHIBITORS **988**
10% YoY growth

VISITORS **26,711**

EXHIBITION AREA **60,000**

COUNTRIES AND REGIONS **6**

INTERNATIONAL COMPANIES **79**



► EXHIBITION OVERVIEW

On November 20, 2025, FMR Cross-Border Sourcing · The 7th Retail Fresh Food Ingredients Exhibition successfully concluded at the Shanghai New International Expo Centre.

The exhibition was held concurrently with PLF Cross-Border Sourcing · The 18th Private Label Fair Asia. To ensure a high-quality business negotiation environment for professional buyers, the organizers implemented stricter visitor screening measures than in previous editions, significantly enhancing on-site sourcing.

Over the three-day exhibition, the show attracted 26,711 professional visits from 54 countries and regions worldwide, covering 34 provincial-level administrative regions of China, including Taiwan. A total of 988 high-quality source enterprises participated, with over 300 exhibitors specializing in fresh food and food ingredients. In parallel, 20 professional forums and matchmaking activities were successfully hosted, creating a highly efficient communication and sourcing platform for the retail and foodservice industries.

Focusing on modern household consumption scenarios and evolving retail demands, this edition of FMR presented a comprehensive “five-meals-a-day” fresh food solution. Exhibits covered fruits and vegetables, ready-to-eat food, ready-to-cook meals, prepared dishes, meat, poultry and eggs, dairy products, bakery items, hotpot ingredients, and more—fully meeting the one-stop procurement needs of supermarkets, e-commerce platforms, catering operators, and hospitality channels.

FRESH-FOOD IN MODERN RETAIL TRADE SHOW

SHANGHAI NEW INTERNATIONAL EXPO CENTRE 2025.11.18-20

E1 Care; General Merchandises

E3 Beverages; Confectionery

E5 Meat, Poultry & Eggs; Seafood & Aquatic Products;
Dairy & Baked Goods; Ready-to-Eat Foods;
Vegetables & Soy Products; Ready-to-Cook Dishes & Pastries;
Hot Pot Dishes, Fresh Produce Supporting Services;
Comprehensive Food

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

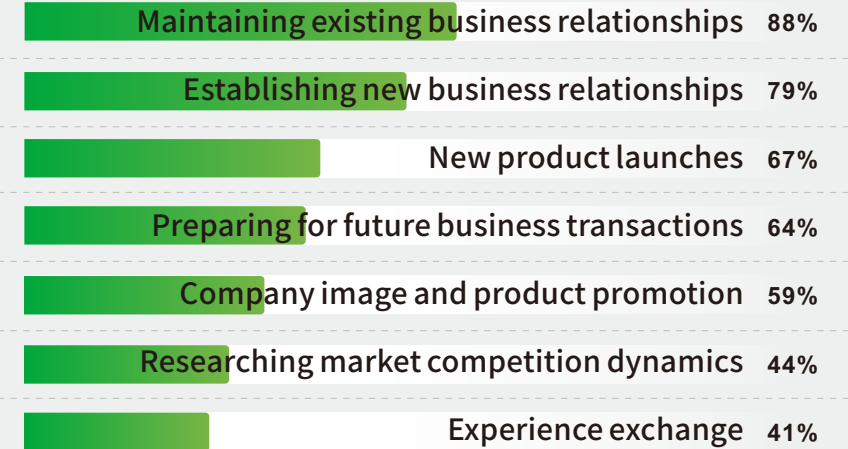
E4 Baking & Puffed Foods; Nuts & Meat Jerk



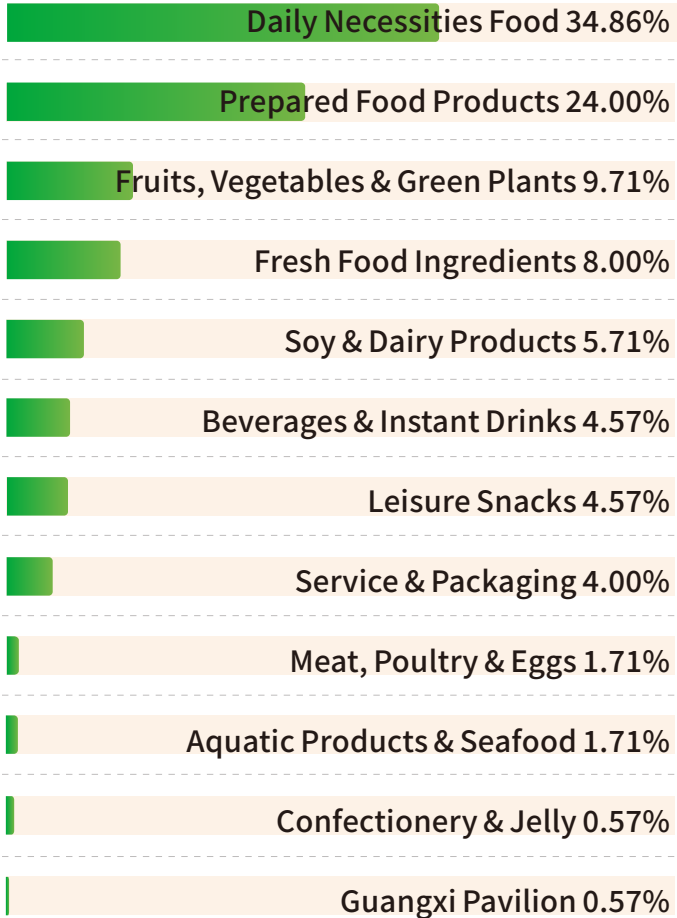
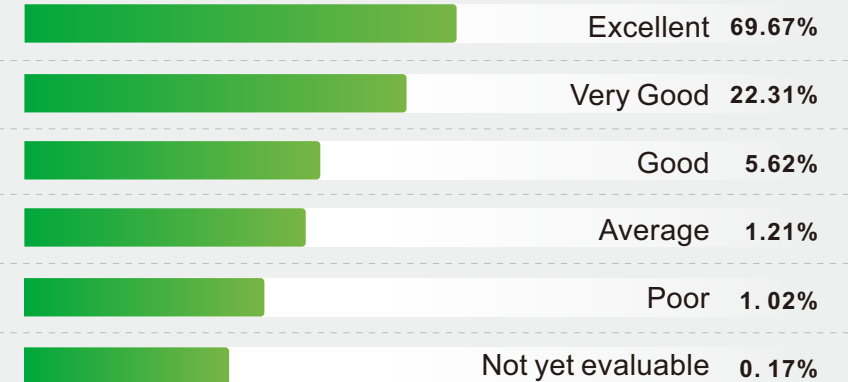
EXHIBITOR ANALYSIS



Exhibitor Objectives (Percentage)



Exhibitor Satisfaction



Visitor Testimonials



Our company is a listed enterprise covering the entire agriculture and animal husbandry value chain, from breeding to end-market sales. We are committed to serving agriculture, rural areas, and farmers, and have undertaken food supply tasks for the Winter Olympic Games. We believe exhibitions are an important platform for showcasing cutting-edge products, helping consumers and distributors understand the latest achievements, while also providing valuable opportunities for exchange and learning. Our team gained a great deal from this exhibition.

— Yike Food Group Co., Ltd. (Jiangsu) Wu Wentai | Marketing Director, Poultry BU



Our company focuses on frozen food products, including pan-fried dumplings, boiled dumplings, wontons, and other pastry items. One of our core products, pan-fried dumplings, is especially easy to prepare, requiring only five minutes without adding oil or water. The exhibition was professionally organized with continuously improved visitor experience, showing greater maturity and standardization compared with previous editions. As a repeat exhibitor, we have clearly felt the exhibition's ongoing progress and its growing influence and appeal within the industry.

— Liaoning Wu Dasao Food Co., Ltd. Gao Xing | Executive General Manager



Founded in 2008 and based in Shandong Province, our company specializes in the R&D and production of pastry products, including steamed buns, potstickers, steamed dumplings, and siu mai. We have established a diversified product portfolio, with core products achieving sales of over five million units. This was our first time participating in a retail fresh food exhibition. We found the on-site atmosphere very positive, received visits from several large clients, and obtained customized demands and cooperation intentions. We hope to reach a broader consumer base in the future.

— Jinan Kangfa Food Co., Ltd. Ma Ying | Marketing Director



As a first-time participant, we did not have very high expectations initially. However, after arriving at the venue, we were pleasantly surprised by the strong visitor traffic and overall experience. We are very grateful to the organizers.

— Henan Fengrui Food Co., Ltd. Yuan Wanyu | Promotion Department



Through this exhibition, we connected not only with retailers, but also with supermarkets and e-commerce platforms. It has built a direct communication platform between food ingredient suppliers and retail buyers.

— Henan Jinrui Food Co., Ltd. Yuan Xiaoyu | Promotion Department



Our company specializes in producing probiotic-fermented Korean kimchi that meets international standards, with no pesticide residues. We are committed to providing clean-label foods that support gut health for global consumers. This is our second time participating in the exhibition. Last year, we successfully connected with multiple end-market channels through the show, which served as an important bridge between our company and large retail chains nationwide.

— Sichuan Chunyu Mansion Biotechnology Co., Ltd. Chun Yingzhi | General Manager



As a large-scale food processing enterprise in China, our company focuses on the R&D, production, and sales of wheat-based products. At this exhibition, we highlighted our private label customized products and new health-oriented functional items, while actively engaging in cooperation with retail channels to achieve mutual brand and market empowerment. The exhibition was accurately positioned, efficiently addressing core retail channel needs and bringing together high-quality resources. It aligns closely with our development strategy and offers high matchmaking efficiency and communication value.

— Hebei Jinshahe Flour Group Co., Ltd. Ge Nana | Sales Manager



Our company focuses on food customization and private label development, with businesses covering supermarket prepared foods, convenience foods, and new consumer brands. At this exhibition, we highlighted six major product series in line with industry trends toward traditional craftsmanship and clean-label ingredients. This was our first time exhibiting, and we hope to deepen cooperation and expand partnerships within the new retail environment.

— Zhengzhou Qianwei Selected Supply Chain Management Co., Ltd. Tao Baijing | General Manager



We are very pleased to participate in this exhibition, which provides an excellent opportunity to communicate with various retail enterprises and retail systems across the industry, while also serving as a valuable platform to showcase our brand.

— Hebei Yixian Food Co., Ltd. Si Mingming | General Manager



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— Henan Jinrui Food Co., Ltd. Yuan Xiaoyu | Promotion Department

观众寄语



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."

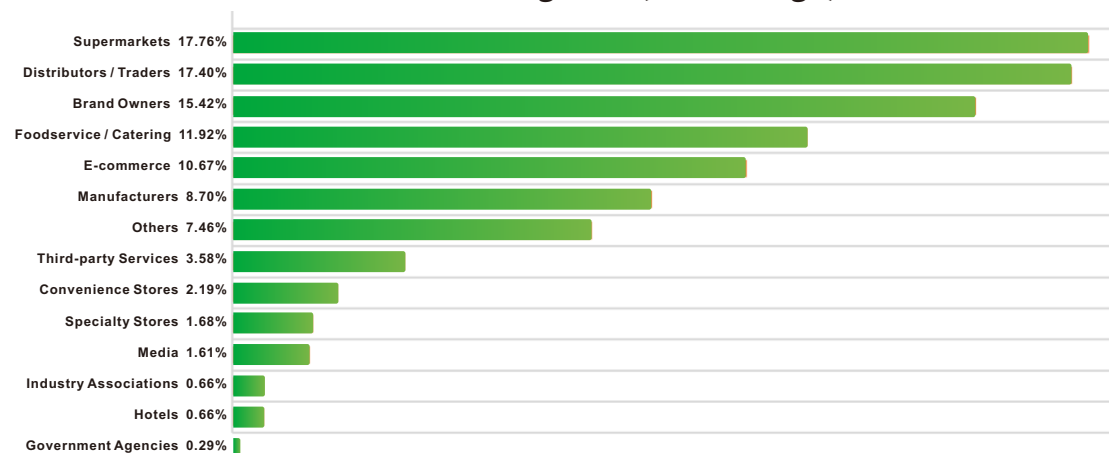


Jiang Haifeng, Marketing Director of Suzhou Xiaomianao E-commerce:
 "Through market insights, we found that private labels are highly popular and recognized by consumers, so we judge that private labels will be a strong growth driver in the future. Thank you to the organizers for the invitation—we met 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

1000 ATTENDEES

Wang Peng, Executive Deputy General Manager of Zhongshang Supermarket
As the host, he delivered the opening remarks, emphasizing that "food is fundamental to the people," and that doing a good job in food and fresh products is the mission and responsibility of retail professionals. ▶

2025/11/18-19
上海新国际博览中心

觉醒

AWAKENING-FRESH CLASS

2025年度醒 生鲜大课

第三只眼看零售 FMR



▲ **Chen Liping**, Professor at Capital University of Economics and Business
He elaborated on the transformation of China's retail industry, noting that the sector has entered a new cycle in which food-focused supermarkets will play a leading role.

▲ **Chen Mufan**, Commercial Director of Worldpanel Consumer Index
He shared insights into fresh food consumer trends for 2025, pointing out that purchase frequency is increasing while spending per transaction is decreasing, indicating a shift to ward more rational consumption.

▲ **Zhang Xin**, Chairman of Apio Supermarket
He delivered a presentation themed "The Craftsmanship Spirit in Retail Operations," systematically explaining how Apio achieves Japanese-style merchandising standards, strengthens differentiated products, and standardizes fresh food operations.



The 2025 Fresh Food Master Class, co-organized by the Fresh-Food in Modern Retail Trade Show (FMR) and The Third Eye on Retail, was held from November 18 to November 19. Following thorough preparation, nearly 40 speakers and over 500 representatives from retail enterprises participated in the program.

On-site Activities



Si Kai, General Manager of Sunshine Supermarket
Shared insights on "Understanding Fresh Food Operations from a Category Management Perspective." He pointed out that to effectively answer the question of "selling the right products," retailers must develop a deep understanding of customer needs and consumer shopping behavior.



Ma Zhenkai, Head of East China Region, Qian Dama
Shared insights on "Uncovering the Profit Drivers of Community Fresh Food Markets in East China." He emphasized that regardless of the business model, a "user-centric" approach remains timeless.



Ailun, Founder of Chaolun Consulting
Shared the marketing logic behind ALDI's rapid success. He noted that one of ALDI's key success factors is reducing its SKU count to around 1,500—only one-tenth of that of traditional supermarkets.



Li Wenbiao, Deputy General Manager of Iceland Lab Base
Shared insights on "Development Trends and Opportunities in Supermarket Frozen Foods." He emphasized that "frozen products are not a supporting role, but a leading role in the future."



Li Ziyu, Chief Analyst at Guosheng Catering
Delivered the opening remarks as the host.



Fande, General Manager of Hema Bakery
Shared insights under the theme "Starting with Hit Products, Ending with Warm Companionship in Everyday Meals."



Wu Deyin, Head of Quality Control Center, Dingdong Maicai
Shared insights on "Deconstructing the Fresh Food Supply Chain and Strengthening Quality Control from the Source."



Jia Jifa, Operations & Procurement Director of Vijiain Supermarket
Shared insights on "How Should Fresh Food Be Adjusted During Major Supermarket Transformations?"

2025 Fresh Food Master Class — Supermarket Bakery Category



An Lu, Assistant to the Chairman of Wangsen Education Group
Moderator delivers the opening remarks



Wang Zi, Board Director of Wangsen Education Group
Shared insights on "Building a Bakery System for Supermarkets."



Huang Yanping, General Manager of Zhongbei Egg Tart
Shared insights on "The Logic Behind Creating Bakery Bestsellers."



Huang Yanping, General Manager of Zhongbei Egg Tart
Shared insights on "The Logic Behind Creating Bakery Bestsellers."

Sub-forums

2025 Fresh Food Master Class — Supermarket Aquatic Products Category



2025 Fresh Food Master Class — Supermarket Processed Food Category



2025 Fresh Food Master Class — Supermarket Meat Operations Sub-forum

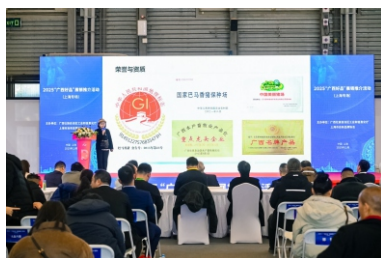


2025 Fresh Food Master Class — Seminar on Supply Chain Transformation and Discount-oriented Retail Transition



The 2025 “Guangxi Quality Products” Promotion & Showcase Event was successfully held on-site at the FMR exhibition.

The event successfully brought together multiple resources, including government authorities, chambers of commerce, industry associations, and high-quality enterprises from both regions. It fully leveraged the platform's role as a bridge and connector—promoting not only products, but also the regional brand image and industrial strengths of Guangxi. By combining on-stage presentations with off-stage product tasting and business discussions, the event balanced a strong sense of ceremony with an open and flexible communication atmosphere, enabling participants to experience products in depth, engage in efficient exchanges, and enhancing overall immersion and interactivity.



On-site Matchmaking Sessions during FMR

The Fresh-Food in Modern Retail Trade Show (FMR) created diversified opportunities for the industry, helping exhibitors connect with professional buyers in a comprehensive manner. In addition to the regular exhibition zones, the show carefully organized six themed retail-supplier matchmaking sessions. On the opening day, the FMR retail-supplier matchmaking session was successfully held. Enterprises including Beijing Shouhang Supermarket, Chengshan Farm (Xi'an), Jiale Yuan Supermarket of Xingtai (Hebei), Hamike Supermarket (Henan), Qinggou Fresh Food Chain Supermarket of Heilongjiang Province, Huanle Aijia Supermarket, Kaifeng Zhaoxiang Trading, Shandong Xinxing Group, Suxiaoliu (Shanghai) Catering, and Tiandi Shenghuo Supermarket attended with clear procurement demands and conducted one-on-one negotiations with exhibitors, significantly improving matchmaking efficiency.



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

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



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

9

Founding history of 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



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



FRESH-FOOD IN MODERN
RETAIL TRADE SHOW

SHOW REPORT

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2026

SHANGHAI NEW
INTERNATIONAL EXPO CENTRE

12/03 (Thursday) ▶ 12/05 (Saturday)

