

16th *SHANGHAI*

PRIVATE LABEL FAIR ASIA SHOW REPORT

WWW.PLFA.SIA.COM

2023

SNIEC

11/29 /WED ▶ 12/01 /FRI



916 Exhibitors **21152** Professional Visitors **32** Concurrent Events

The 16th Private Label Fair Asia (PLF) was successfully held at the Shanghai New International Expo Centre from November 29 to December 1, 2023.

The exhibition was co-organized by the Shanghai Private Brand Association and Yadong Exhibition, and executed by Kuacai (Shanghai) Advertising Co., Ltd., with the Private Label Manufacturers Association (PLMA) serving as a strategic partner. The Private Label Industry Research Institute (PLRI), the Chinese Academy of Tropical Agricultural Sciences, and Buzhiming Studio served as strategic partners, while Longshangwang Supermarket Weekly and Third Eye on Retail served as strategic media partners.

This edition of the exhibition covered a total of five halls: E1 Personal Care & General Merchandise Hall, E2 FMR Fresh Ingredients & NBF Comprehensive Brands Hall, E3 Comprehensive Food Hall, E4 Snack Food Hall, and E5 Snack Food Hall. During the exhibition, it attracted 21,152 professional visitors from 25 countries and regions worldwide, including the United States, Germany, France, Russia, Italy, Belgium, Japan, South Korea, Malaysia, South Africa, and others from across China.

The Private Label Fair Asia (PLF) ranks alongside the Private Label Fair Americas (Chicago, USA) and the Private Label Fair Europe (Amsterdam, Netherlands) as one of the world's three major private label professional exhibitions.

Visitors mainly included professionals from: supermarkets, convenience stores, specialty stores, platform e-commerce, social e-commerce platforms, new retail enterprises, IP customization enterprises, brand merchants, hotels, catering enterprises, maternal and infant stores, health & wellness stores, beauty stores, traders, import/export traders, global buyers, supply chain service providers, manufacturers, production bases, government agencies, business associations, and media. During the exhibition, the rich array of China-chic new products and high-quality source factories captivated visitors, showcasing the unique charm and strength of China's private label industry!



*The above data is sourced from on-site surveys.

PLF Categories

PLF PRIVATE LABEL FAIR ASIA
全球自有品牌产品亚洲展

FMR FOOD IN MODERN RETAIL TRADE SHOW
零售生鲜食材展



Home & Daily Use

Kitchen & diningware, home textiles, storage & organization, tissue paper, disposables, bathroom & laundry, gifts & stationery, sporting goods, 3C & leisure, small home appliances, automotive supplies



Staple Food

Rice, flour, oil & grains, condiments, convenience foods, dried goods (north-south), soy products



Nutrition & Health

Medicinal cuisine, dietary supplements



Ambient Baking

Biscuits & cookies, ambient pastries



Mother & Baby Products

Maternal & infant food, maternal & infant products



Personal Care & Cleaning

Beauty & hair care, cosmetics, care products, epidemic prevention supplies, personal cleaning



Candy & Chocolate

Chocolate, candy



Service Providers

Product services, store services, marketing services, supply chain services



Leisure Snacks

Dried meat, candied fruits, jelly & pudding, nuts & roasted seeds, puffed snacks



Beverages & Brewing

Alcohol, water, beverages, brewing products

FMR Categories



Organic

Organic vegetables, organic livestock meat, organic poultry meat, organic fruits



Fruits & Vegetable

Fresh fruits, chilled fruits, edible mushrooms, imported fruits



Bakery Fresh

Chinese fresh pastries, Western fresh pastries



Soy & Dairy Products

Fresh soy products, dairy products



Seafood

Frozen seafood, dried seafood, deep-processed seafood products



Meat, Poultry & Eggs

Frozen livestock meat, frozen poultry meat, eggs, deep-processed livestock meat, deep-processed poultry meat



Prepared Foods

Frozen foods, prepared dishes, semi-finished cooked foods, noodle products



Supply Chain & Services

Supply chain, service providers, warehousing & logistics, others



Hall Layout

E1 Non-Food Hall

Beauty & Personal Care, Home & General Merchandise

E2 Fresh Food Hall

Fresh Ingredients, Prepared Foods, Comprehensive Brands

E3 Comprehensive Hall

Grain, Oil & Side Dishes, Dried Goods & Seasoning, Leisure Food, Health 1

E4 Snack Food Hall

Beverages & Brewing, Candy & Pudding, Nuts & Dried Fruit, Health 2

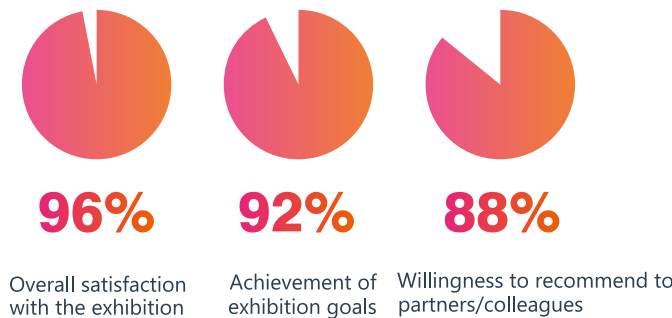
E5 Snack Food Hall

Biscuits & Pastries, Puffed & Preserved, Jerky & Dried Meat, Marine Snacks

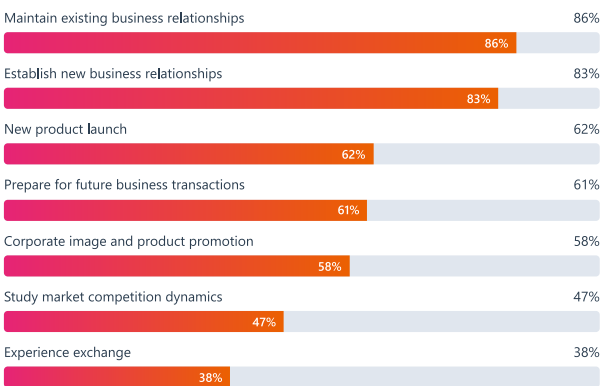


Exhibitor Survey Data

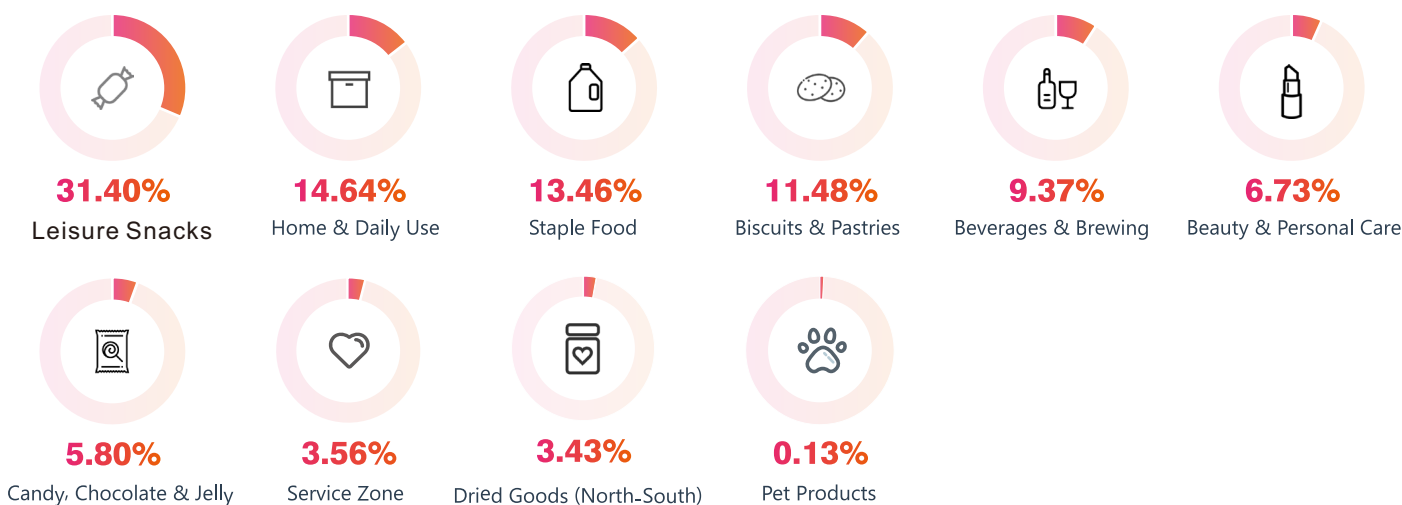
» Exhibitor Satisfaction



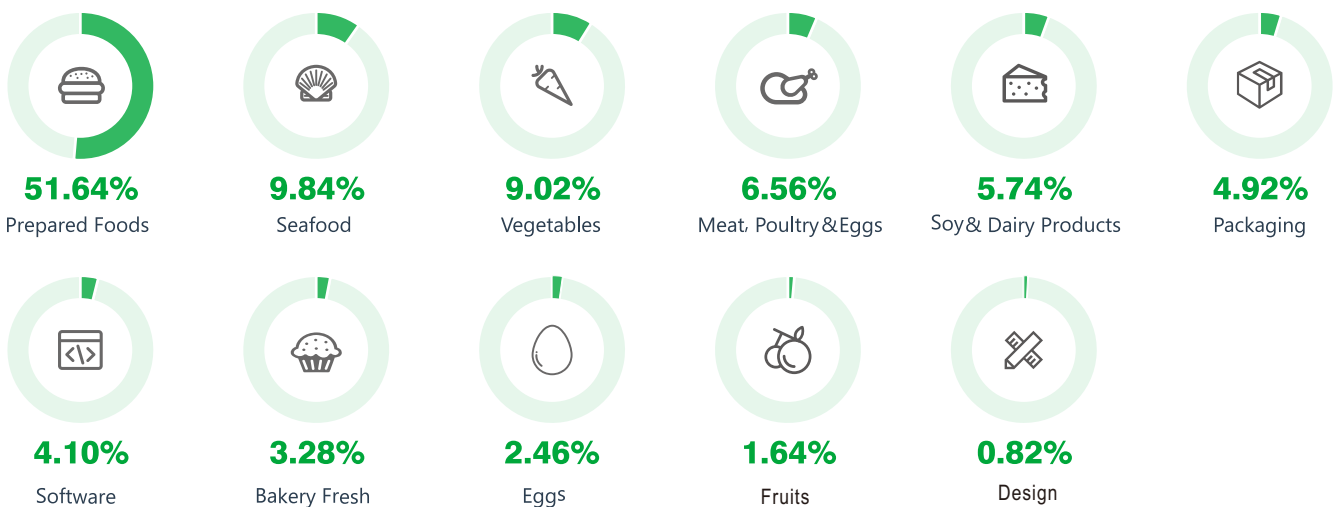
» Exhibitor Participation Objectives



» PLF Exhibitor Category Distribution



» FMR Exhibitor Category Distribution



*The above data is sourced from on-site surveys.



Zhejiang Weizhiyuan Food Co., Ltd.

Jiang Xiaobo, General Manager

"Developing private label products together with retailers is helpful for improving the factory's overall quality management system, including product innovation management. The Private Label Fair provides us with an additional customer acquisition channel. PLF's professionalism and quality are both very high."



Jiangsu Jieya Home Products Co., Ltd.

Xue Meng, General Manager

"Our company has been doing branding for ten years. Through co-developing private label products with retailers, the exhibition allows us to better showcase our company's capabilities and manufactured products to our clients, giving them more choices."



Shenzhen Oumeile Food Co., Ltd.

Chen Xianhua, General Manager

"The demand for private label products from retailers in the market is increasing, and the overall range of categories and requirements being developed is rising. For manufacturers, the requirements for innovation rate and quality control management are also higher. Through private label, Oumeile will place greater emphasis on functional and clean-label product development in the future."



Anhui Hanbang Daily Chemical Co., Ltd.

Su Taisong, Sales Manager

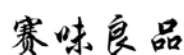
"Our main business is OEM/ODM for major brands, and we also have our own brand. We focus more on OEM and ODM business for brand owners. The company's business has been growing steadily, with annual sales increasing from 50 million to over 100 million yuan. The Private Label Fair Asia attracts buyers and partners from various channels to attend, which is very helpful for our company's promotion and our products' influence."



Fujian Xinyifa Group Co., Ltd.

Zhai Yunfang, Sales Director

"Our company was founded in 1994 and has a 30-year history. We've been in the private label industry for 15 years. The new product we're exhibiting is body wash wipes. Currently, the private label development trend is quite positive, with major retailers making strategic investments in private labels — this is our main purpose for participating. The organizer's service this time was excellent, and it is a high-quality supply chain platform connecting retailers and factories."



Guangdong Saiwei Liangpin Co., Ltd.

Guo Qiuhai, General Manager

"The Private Label Fair is a platform that presents good products for us. Once good products are showcased, they can attract many private label clients from supermarkets. Sugar-free and additive-free products are the highlights of our products this time."

Going Global — International Highlights

Coming In: Premium Overseas Source Factories on Display Going Out: Export-Oriented Enterprises Accounted for 54% at PLF 2023

PLF 2023 Shanghai attracted active participation from numerous premium overseas factories that are optimistic about the development potential of China's private label sector. BUENCAFÉ LIOFILIZADO DE COLOMBIA from Colombia, one of the world's leading instant coffee suppliers with a long history, showcased its high-quality products at the exhibition. GLOBAL FOOD TRADING CO. LTD, which has specialized in Thai rice for 20 years, also exhibited as scheduled. Additionally, premium food suppliers from South Korea, Turkey, Italy, and other countries made their appearance at PLF 2023 Shanghai.



Overseas Exhibitor Testimonials



Buencafé Liofilizado de Colombia

Dario Maya Zuluaga, Head of Asian Market

"Our own brand accounts for about 40% of our business. At the PLF exhibition, I saw that the buyers visiting the show have good marketing instincts. China is a developing market, especially for coffee — it's a market with higher requirements and better value for money. So when operators have their own brands, they can achieve higher profits through these high-quality, cost-effective products and provide better alternative products in supermarkets."

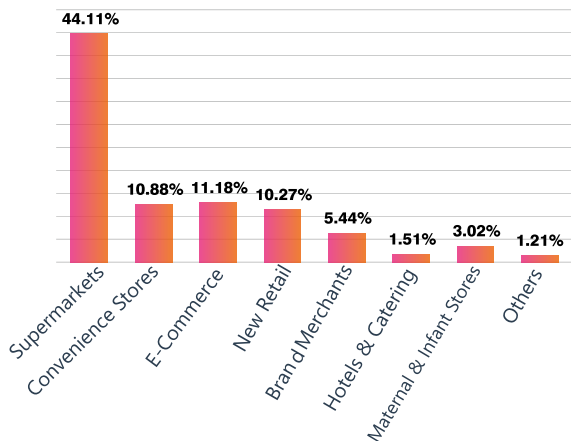


Commercial Office, Consulate General of Thailand in Shanghai

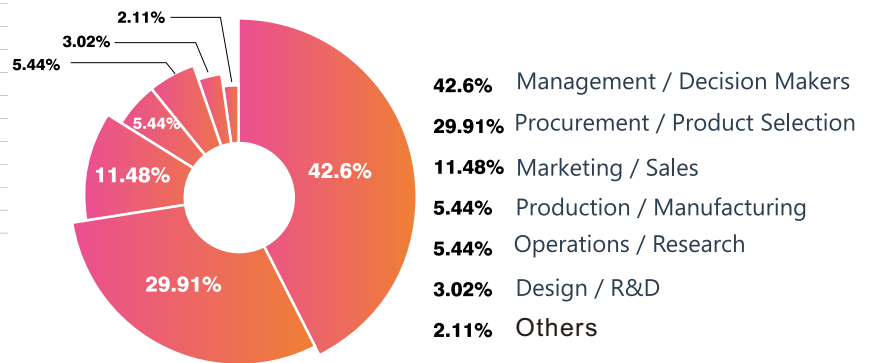
Chen Shiguang, Commercial Consul

"China is a huge market, and a large market inevitably means more competition. At the same time, when there is competition, customers expect more personalized"

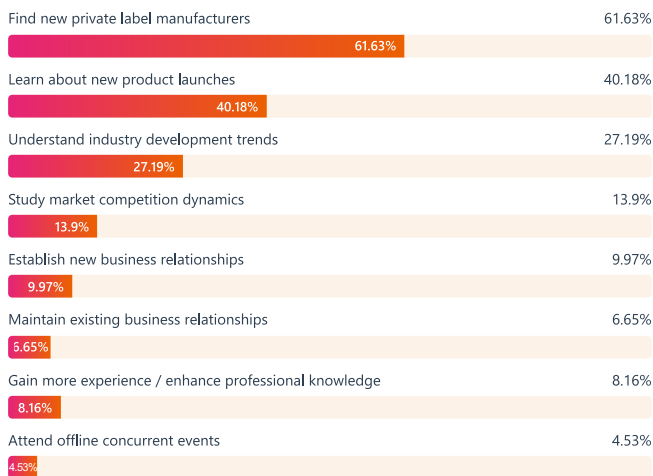
» Professional Visitor Composition



» Visitor Position Breakdown



Visitor Objectives



Wuhan Zhongshang Supermarket Chain Co., Ltd.

Liu Qiang, Deputy Director of Procurement

"Wuhan Zhongshang Supermarket started vigorously developing private labels in 2021, and this is our core strategic direction. We have an urgent need for manufacturer source resources. Coming to the Shanghai exhibition site fulfilled our procurement needs for major categories such as rice, flour, oil, and grains."



Guangdong Tianfu Chain Commercial Group Co., Ltd.

Yang Zhenhua, Private Label Manager

"PLF's return to Shanghai this time — first and foremost, I felt a sense of familiarity. In terms of private label product positioning, I think we should convey the company's values to consumers and strengthen our image."



Anhui Andeli Industry & Trade Co., Ltd.

Wang Peng, General Manager

"At the exhibition, I discovered many individual products and excellent suppliers that we had been wanting to find but had difficulty locating. I hope that with the help of this exhibition, these outstanding factories will become Andeli's main suppliers going forward. We will make private label a major strategy for our company, widen and deepen our moat, and firmly control the supply chain in our own hands."

Buyer List

(Due to space limitations, only a partial buyer list is shown below.
The following are listed in no particular order.)

PLF PRIVATE LABEL FAIR ASIA
全球自有品牌产品亚洲展

FMR FOOD IN MODERN RETAIL TRADE SHOW
零售生鲜食材展

» E-Commerce



» International Supermarkets



» Top 100 Retailers



» O2O New Retail



» Regional Supermarkets



» Convenience Stores



» Discount Stores



» China Private Label Summit Forum

The China Private Label Summit Forum was held on the morning of November 29, 2023, in Hall E1 of the Shanghai New International Expo Centre. With the theme "Demand-Driven Brand Success," the forum addressed topics including technological innovation in the commerce industry, supply chain transformation in retail, and private label development trends. It invited renowned experts from the Private Label Industry Research Institute, China Chain Store & Franchise Association, School of Management at Zhejiang University, Capital University of Economics and Business, Shanghai Business School, JD Group, and Yuan Chu Foods, along with private label think tanks and benchmark retail executives for in-depth sharing. Over 500 industry representatives gathered to discuss strategies and methods for China's private label sector to tap into existing markets and create new incremental markets.



» Retail 3R Food Trends Forum

This forum featured presentations from a professor at Shanghai Business School, the assistant director of the Future Food Laboratory at Zhejiang University, the head of prepared dishes commerce at JD Retail, the sales manager of Haitong Food Group, a PLMA industry expert, and the vice general manager of Lawson Convenience Store.



Edgar Elzerman International Consulting

Edgar Elzerman, Founder

"My presentation today is about the combination of prepared dishes, ready-to-eat foods, and frozen foods. I will spend more time discussing frozen foods because this is a category that is very well developed in Europe, with a lot of innovation and many new products emerging. We are seeing very strong market growth in this segment. The most important aspect of this presentation is product sustainability. It's all about doing the right thing for the planet — from a sourcing perspective, from a food packaging perspective, all these factors are important. Another major trend is very healthy products, plant-based products. This is the real major innovation we are seeing in Europe."

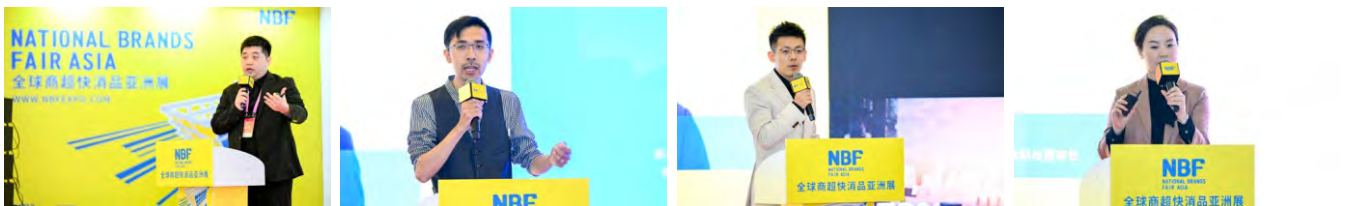
2023 Cross-Border E-Commerce Autumn Forum



"From Essence to Future — How Membership Models Unlock Retail Imagination" Forum



NBF Global FMCG Development Trends Summit



China Retailer Private Label New Product SHOW



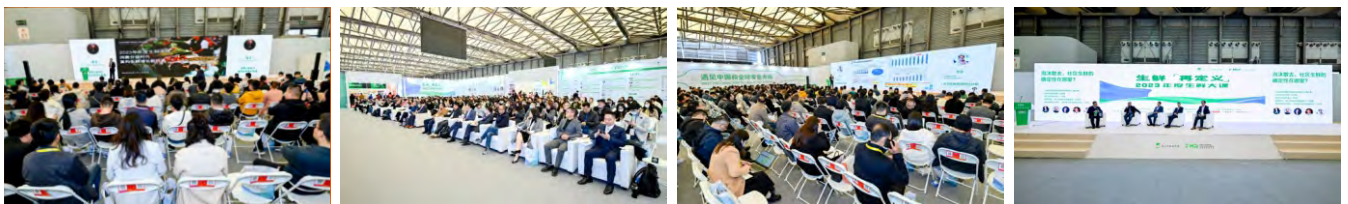
» PLSC Member General Assembly



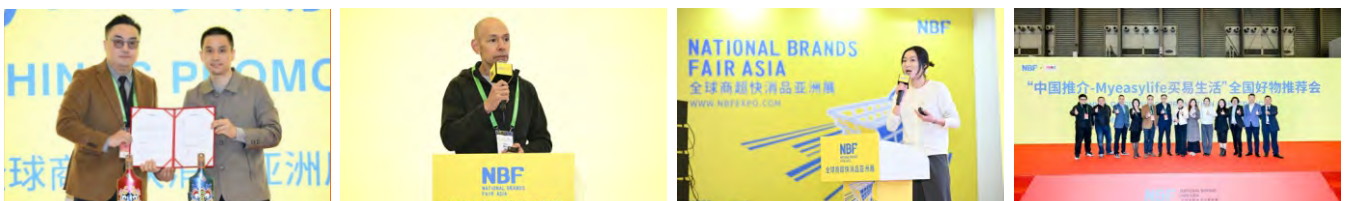
» 2023 Brand Leap Forum



» 2023 Annual Fresh Food Masterclass



» "China Promotion — Myeasylife" National Premium Products Recommendation Fair



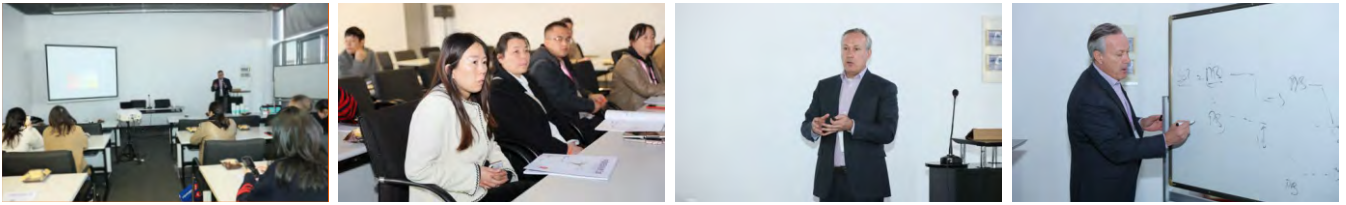
» NBF Consumer Goods Innovation & Growth Forum



» Tianniu Classroom · Kuaishou Business Open Course — Shanghai Station



» PLF Lunch Training Session



» The Trade-off Between Quality and Price Under Economic Downward Pressure



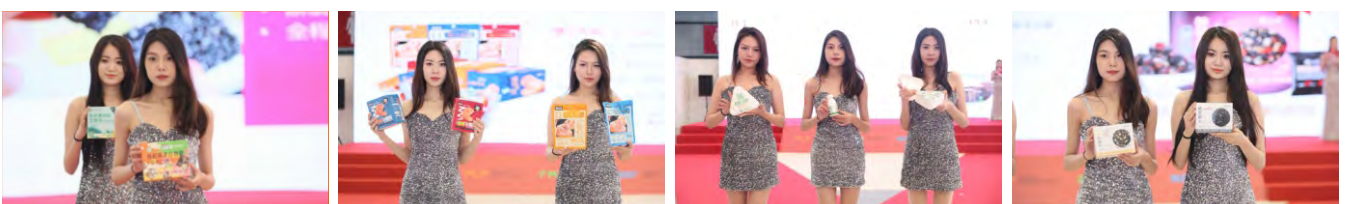
» Sustainable Development Strategy Empowering Brand Growth



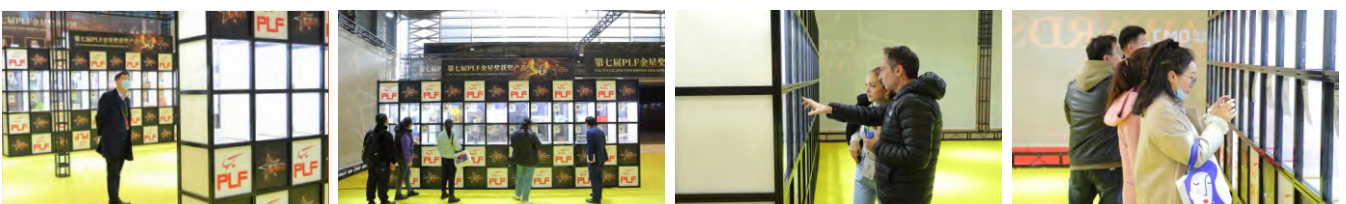
» PLF On-Site Matchmaking Meetings



» PLF Exhibitor New Product SHOW



» 7th PLF Golden Star Awards Idea Supermarket



Year-Round Service

PLF PRIVATE LABEL FAIR ASIA
全球自有品牌产品亚洲展

FMR FOOD IN MODERN
RETAIL TRADE SHOW
零售生鲜食材展

In 2023, the "Online Community" of the Private Label Fair Asia and the Retail FreshIngredients Exhibition collectively served 78 retailer instances in completing procurement-supply matching, covering 189 procurement products and recommending/matching over 500 supplier instances, generating an estimated economic value exceeding ten million yuan.

May 26, 2023

» 17th Matchmaking Meeting — Zhongshan



June 16, 2023

» 18th Matchmaking Meeting — Quanzhou



October 19, 2023

» 19th Matchmaking Meeting — Taizhou



Media Partners

» Professional Media



» Mass Media



» Video Media



» Self-Media Matrix



*Listed in no particular order.

PRIVATE LABEL FAIR ASIA



WHERE GOOD PRODUCTS MEET GOOD BRANDS

Booth Inquiry

Ms. Xie

+86-021-8037 9646

plf-sales@plsc.org.cn

fmr-sales@plsc.org.cn

Visitor Inquiry

Ms. Yao

+86-021-6236 6036

visitor@plfasia.com

visitor@fmrexpo.com

Media Cooperation

Ms. Zhou

+86-159-2123-3647

media@plfasia.com

media@fmrexpo.com