

The 38th

Autumn 2025

The 38th Gourmet Show Autumn 2025

Business Guide-Sha, Inc. Gourmet Show Office

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Theme

Sustainable Food and Future Stories that Connect the Regions

Population decline, an aging society, and regional economic downturns across Japan are having a profound impact on food and agriculture. As many regions face farmer shortages and succession challenges, local ingredients and traditional techniques are gradually being lost. At the same time, global climate change and environmental issues are making the realization of sustainable agriculture even more difficult.

To address these challenges, we envision a new future for food that goes beyond mere “deliciousness” or “convenience.” Our goal is to foster a food culture that promotes sustainable production methods rooted in local resources, reduces food loss, and encourages environmentally conscious choices. Foods grounded in carefully selected ingredients and traditional practices not only support regional economies but also serve as an important guide for consumers in their food choices.

The Gourmet Show strives to create a market where consumers can appreciate the stories behind products and recognize the value of regional resources.

By introducing initiatives for food loss reduction and sustainable agriculture, the show expands the possibilities for a new food culture mindful of both the environment and local communities. We aim to present diverse food choices that enrich society and drive value creation connecting regions to the future.

OUTLINE

Name	The 38th Gourmet Show Autumn 2025
Date	September 3rd (Wed) - 5th(Fri), 2025
Venue	Tokyo Big Sight, East Hall4
Visitors	32,268 (details on P.4)
Exhibitors	321 companies / 288 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 / AGRICULTURAL TRADE OFFICE, U.S. EMBASSY TOKYO / EMBASSY OF THE FEDERAL REPUBLIC OF GERMANY / AICEP TRADE & INVESTMENT AGENCY / OFFICE OF COMMERCIAL AFFAIRS ROYAL THAI EMBASSY / GERMAN CHAMBER OF COMMERCE AND INDUSTRY IN JAPAN / 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"



OVERVIEW

The 38th Gourmet Show Autumn 2025 was held under the theme “Sustainable Food and Future Stories that Connect the Regions” at Tokyo Big Sight, East Hall 4. This was the largest autumn edition in the event’s history with 321 exhibitors and 288 booths.

Exhibits showcased not only regional specialties but also fine gourmet foods served at restaurants and hotels, as well as renowned confections and sweets—bringing together a wide variety of food and beverage products ideal for building a high-quality, lifestyle-oriented market.

In the exhibition areas, the *World Food Fair* featured international exhibitors, and WUSATA (Western United States Agricultural Trade Association) exhibited as a group exhibitor for the first time which drew strong interest of many visitors.

Group exhibitors including the long-standing *Kochi Premium* (led by Kochi City), as well as Shiga Prefecture, Akita Prefecture, and other local governments and regional economic organizations, all presented the rich appeal of their areas. Throughout the venue, vibrant business discussions and buyer negotiations took place. The event concluded successfully with great enthusiasm.

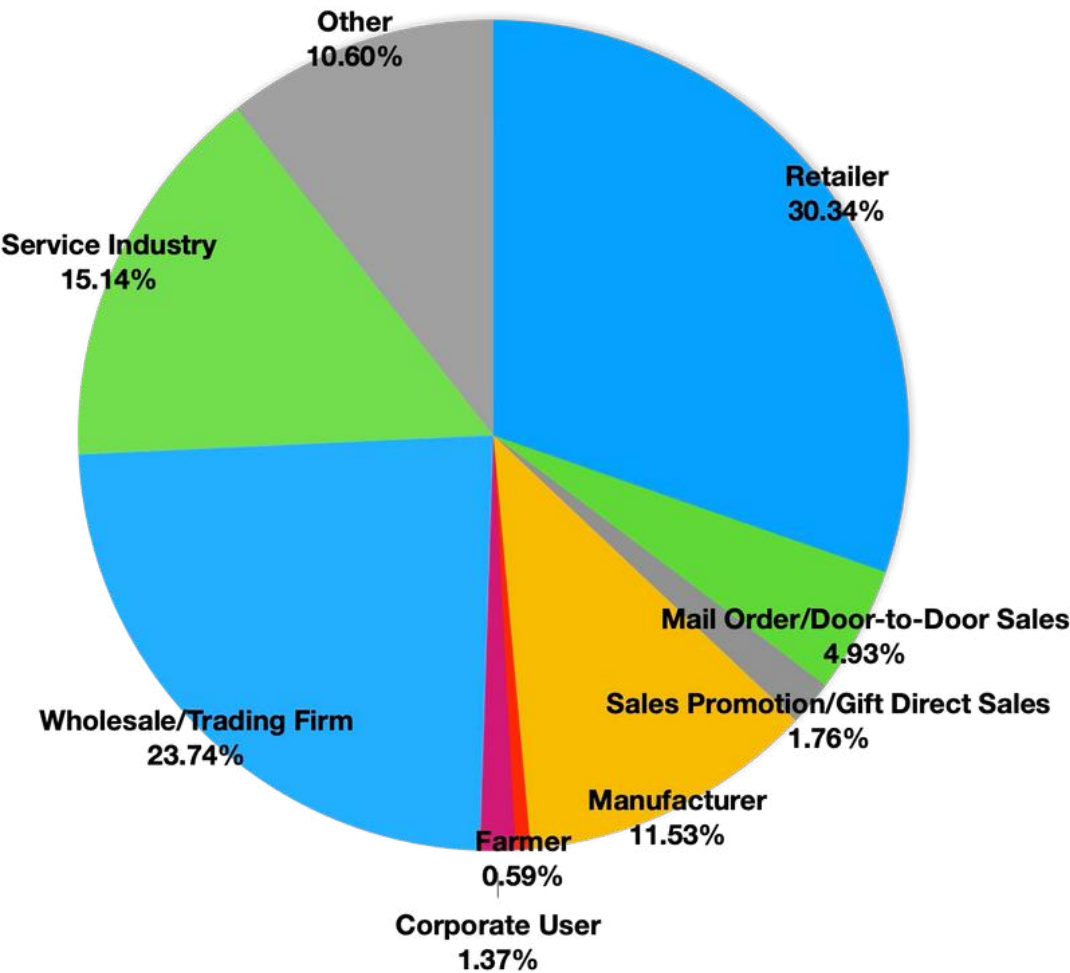


VISITOR DATA①

■ Number of visitors by date

Date	Weather	Number of Visitors	Year-on-Year comparison
September 3rd (wed)	Sunny	11,551名	114.14%
September 4th (Thu)	Sunny	12,570名	116.70%
September 5th (Fri)	Heavy rain	8,147名	80.25%
Total		32,268名	103.95%

■ Business Category of Visitors



VISITOR DATA②

■ BUSINESS CATEGORY

Category	Number	Share
Retailer	9,790	30.34%
Mail Order/Door-to-Door Sales	1,591	4.93%
Sales Promotion/Gift Direct Sales	568	1.76%
Manufacturer	3,721	11.53%
Farmer	190	0.59%
Corporate User	442	1.37%
Wholesale/Trading Firm	7,660	23.74%
Service Industry	4,885	15.14%
その他	3,421	10.60%
計	32,268	100.00%



■ SUBCLASSIFICATION

Retail

Category	Number	Share
Department Store	1,363	13.92%
General Merchandise Store	317	3.24%
Supermarket	495	5.06%
Regional Cooperatives	110	1.12%
Convenience Store	60	0.61%
Premium Food Store	1,590	16.24%
Natural Food Store	52	0.53%
Liquor Store	378	3.86%
Souvenir Store	286	2.92%
Delicatessen	101	1.03%
Bakery	475	4.85%
Interior Store	65	0.66%
Lifestyle Shop	1,283	13.11%
Home Improvement Store	99	1.01%
Other Retail Store	3,116	31.83%
Total	9,790	100.00%

Service

Category	Number	Share
Restaurant and Canteen	1,402	28.70%
Izakaya and Bar	772	15.80%
Cafe	678	13.88%
Catering and Food Service	205	4.20%
Home Delivery Store	16	0.33%
Fast Food Store	32	0.66%
Hotel and Ceremonial Hall	489	10.01%
Leisure Facilities	221	4.52%
Travel Industry	95	1.94%
Other Service Industry	975	19.96%
Total	4,885	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.



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.



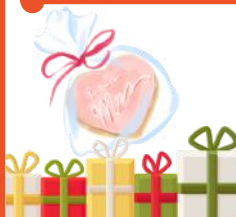
World Food Fair



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 Area②

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.



CRAFT DRINK&LIQUOR FAIR



CRAFT DRINK&LIQUOR Fair showcases unique crafted beverages with the excellent quality and story behind the product.



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



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



Event : Athlete Food Festival



Featuring a food related seminars, a dietitian panel discussion, and the future of food envisioned by Web3. This event introduce collaboration of food and sports in the future !

Project by TEAM PTRD JAPAN®



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

Displays of products with themes: “Tradition,” “Modern,” and “Sustainability,” we propose the future of food market that prioritizes sustainable practices for both people and the environment.



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

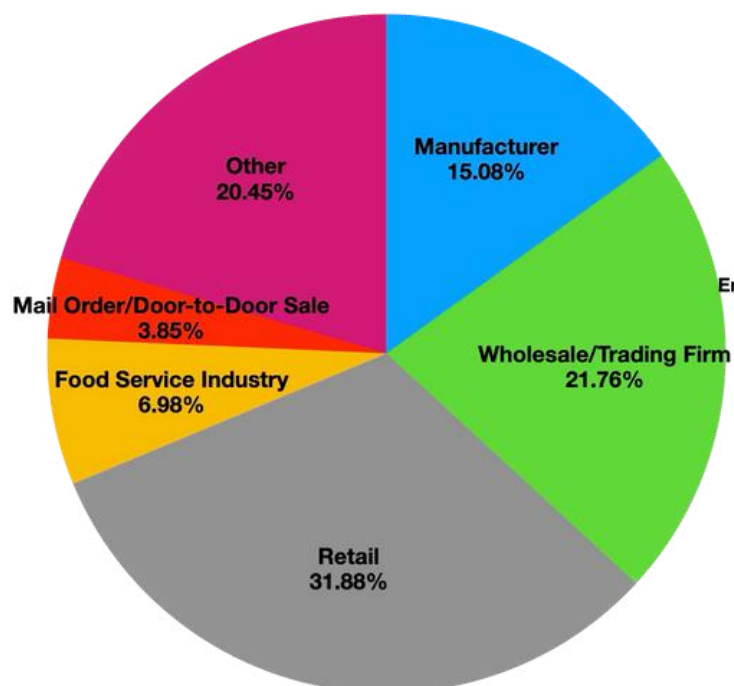


We are deeply grateful for all the visitors and exhibitors that made The 38th Gourmet Show Autumn 2025 a very successful show. We will continue to organize Gourmet Show with the aim of contributing to the creation of a market where the dedications and passion of producers are conveyed to the consumers.

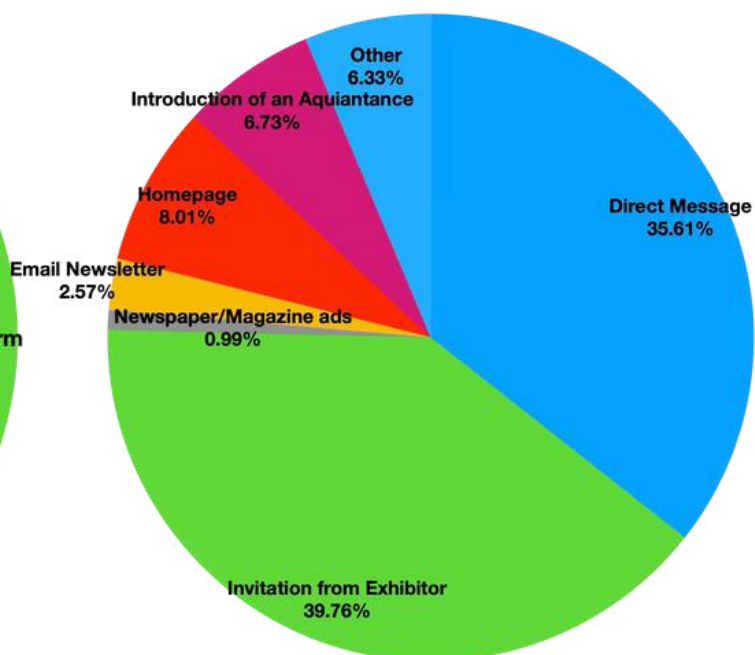
Visitors' Feedback

Questionnaire survey for visitors were conducted at the “New Product Contest” venue at the East Hall 4, Tokyo Big Sight. The number of feedback collected were 992.

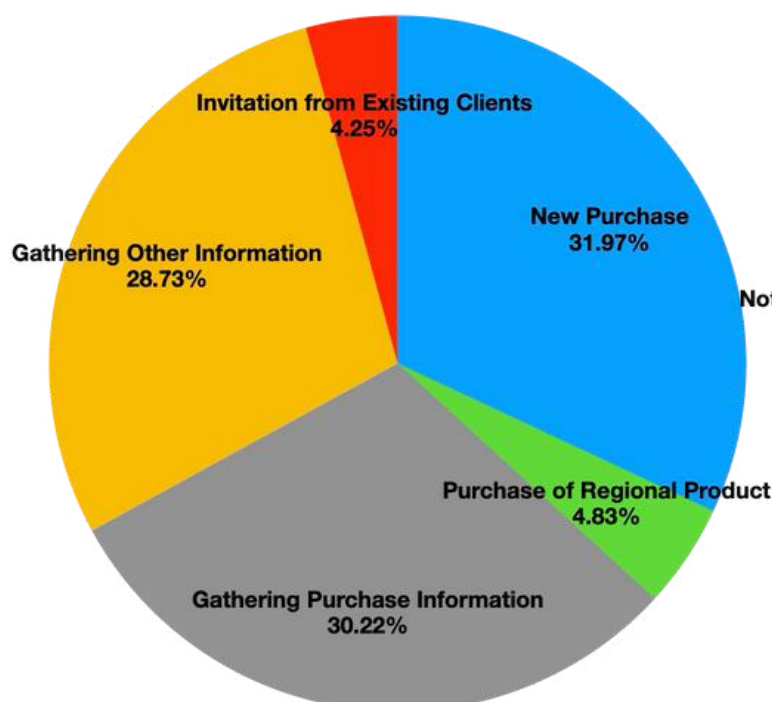
Visitor Category



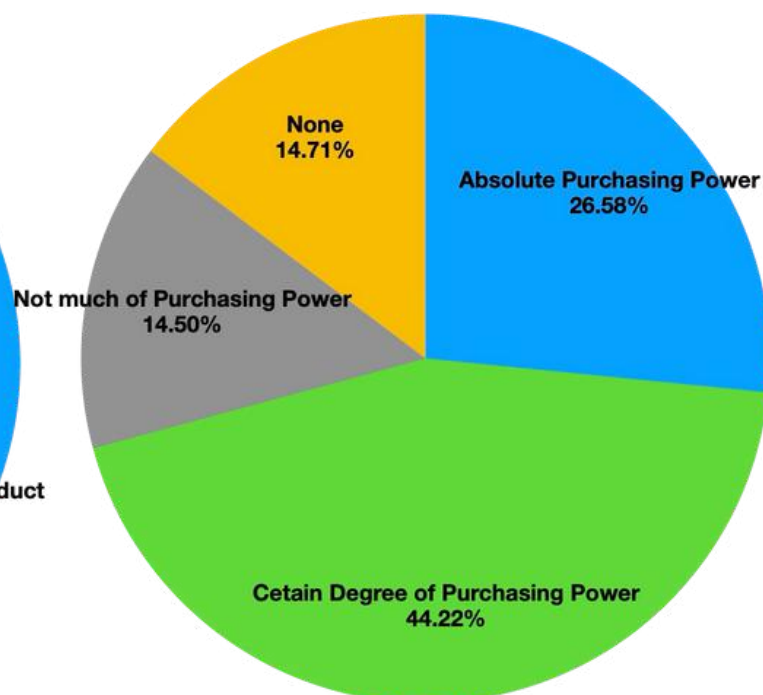
Reason of visit



Purpose of Visit



Right of Making Purchasing Decision



Contact

Feel free to contact us at any time
Mon-Fri 9:00-17:45 (excluding weekends and holidays)



03-3847-9853



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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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