



The 52nd International Food and Beverage Exhibition   
**FOODEX JAPAN 2027**  
 52 国際食品・飲料展

**March 9 (Tue.) - 12 (Fri.), 2027 | Tokyo Big Sight**

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FOODEX JAPAN

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**FOODEX  
 JAPAN'26**  
 国際食品・飲料展

**SHOW REPORT**

**DATE**

**March 10 (Tue.) - 13 (Fri.), 2026**  
 10:00-17:00 (until 16:30 on last day)

**VENUE**

**Tokyo Big Sight**

**ORGANIZED BY:**

Japan Management Association / Japan Hotel Association / Japan Ryokan & Hotel Association / Japan Restaurant Association / Japan Tourism Facilities Association

**SPECIAL COOPERATION:**

Japan External Trade Organization

**SUPPORTED BY:**

Ministry of Foreign Affairs / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labour and Welfare / Ministry of Land, Infrastructure, Transport and Tourism / National Tax Agency / Tourism Agency / Tokyo Metropolitan Government / Japan External Trade Organization



# THE LARGEST TRADESHOW

# IN ASIA-PACIFIC

## NUMBER OF EXHIBITORS

Total Exhibitors  
**3,238**

From **76**  Countries/Regions

**2,126** Overseas Exhibitors

**1,112** Domestic Exhibitors



Booths  
**4,026**

Booth Area  
**36,234m<sup>2</sup>**

## NUMBER OF VISITORS

Total Visitors  
**73,842**

Domestic Visitors  
**59,412**

Overseas Visitors  
**14,430**

### By Industry Sector

● Trading/Wholesale	<b>23,763</b> (23,252)
● Manufacturer, Producer	<b>16,235</b> (16,030)
● Food Service	<b>13,783</b> (12,998)
● Retail	<b>10,977</b> (11,063)
● Hotel, Banquet & Leisure	<b>2,988</b> (2,187)
● Government, Association, Specialist	<b>1,886</b> (1,752)
● Machinery Manufacturer	<b>1,753</b> (1,662)
● Logistics	<b>1,223</b> (1,061)
● Press	<b>591</b> (598)
● Others	<b>643</b> (1,548)

\*( ) indicates the numbers in FOODEX JAPAN 2025.


## VISITOR INFORMATION

**95%** 

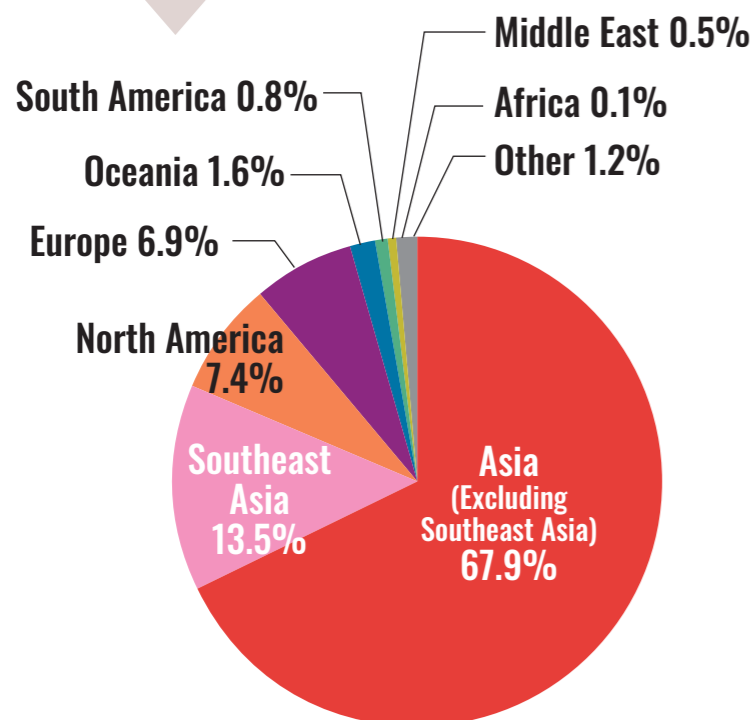
Overall visitor satisfaction with the exhibition

**75%** of visitors value the large scale of the exhibition

**87%** of the visitors are authorized purchaser & decision makers

**JPY8.65M**   
Average planned purchase amount  
(Highest planned: JPY15M)

**77** Countries/  
Regions



### TOP 10 COUNTRIES/REGIONS

- 1 South Korea
- 2 Taiwan
- 3 China
- 4 Thailand
- 5 United States
- 6 Hong Kong
- 7 Vietnam
- 8 Canada
- 9 Philippines
- 10 Australia

## EXHIBITOR INFORMATION

**86%** 

Overall exhibitor satisfaction with the exhibition

**70%**

Plan to exhibit again next year

**84%** 

Met new customers

**200+** 

Average daily booth visitors

### Top 10 Products from Exhibitors

#### Domestic Exhibitors

RANK	PRODUCT CATEGORY	COMPANIES
1	Liquid seasonings	203
2	Vegan	188
3	Baked sweets	182
4	Vegetarian	174
5	Processed seafood products	140
6	Processed agricultural products	117
7	Ready-to-eat frozen food	117
8	Japanese sweets	116
9	Cakes	112
10	Desserts	112

#### Overseas Exhibitors

RANK	PRODUCT CATEGORY	COMPANIES
1	Still wine - red	348
2	Vegetable oils/animal fats	268
3	Spirits	242
4	Ready-to-eat foods, sealed packaged foods	216
5	Still wine - white	208
6	Frozen vegetables/fruits	196
7	Tea	190
8	Liquid seasonings	156
9	Fruits/vegetables	150
10	Canned goods	144

# FOODEX WINE 2026



## FOODEX WINE New Wine Discoveries Shaping the Future of Food

Wines from **35 countries and regions** gathered in one place, featuring tastings by professional sommeliers, Japanese cuisine and wine pairings, and seminars by top producers from around the world. More than just a wine exhibition, the event showcased emerging trends and new ways to enjoy wine.

The circular venue, inspired by the image of Wine Drop Ripples, showcased wines from different countries and regions, as well as categories such as organic, rosé, low alcohol/non-alcoholic, and premium wines. In an immersive space filled with enchanting visuals and sound, tastings were conducted by **over 200 professional sommeliers**.

At the heart of the Drop, a VIP Restaurant Marriage Area was set up, where guests could experience pairings of sushi prepared by sushi chefs sent from a prestigious Tokyo restaurant with wines selected by Japan's top sommelier, Shinya Tasaki.

The event highlighted and shared with the world a new way to enjoy the combination of wine and Japanese cuisine.

**120+**

A new zone was introduced where visitors could experience 120 varieties of unimported wines and whiskies



**10,000+**

New possibilities for wine and Japanese sake showcased through innovative pairings with new food ingredients



**500+** Wines from the world exhibited

**200** Sommeliers conducting wine tastings over 4 days

**35** **WINE · SAKE STAGE**  
Speakers including renowned Japanese sommeliers and global wine specialists



## OFFICIAL BUYER & BUSINESS MATCHING PROGRAM

**14,521**

Registered business meetings



Domestic buyers:  
**5,682 meetings**



Overseas buyers:  
**8,839 meetings**

### Top 10 Most Requested Products by Buyers

RANK	CATEGORY
1	Confectionery & Sweets
2	Processed Foods & Ready-to-Eat Meals
3	Seasonings & Sauces
4	Seafood Products
5	Alcoholic Beverages (Sake, Shochu, Whisky, etc.)
6	Health Foods & Senior-Friendly Foods
7	Frozen Foods
8	Matcha & Japanese Tea
9	Fresh Produce & Meat Products
10	Halal-Certified Products



**282**

Buyers  
(Domestic & overseas)



**215**

Overseas buyers invited from 34 countries & regions



## NEW PRODUCTS PLAZA

### Unlock new market opportunities in Japan

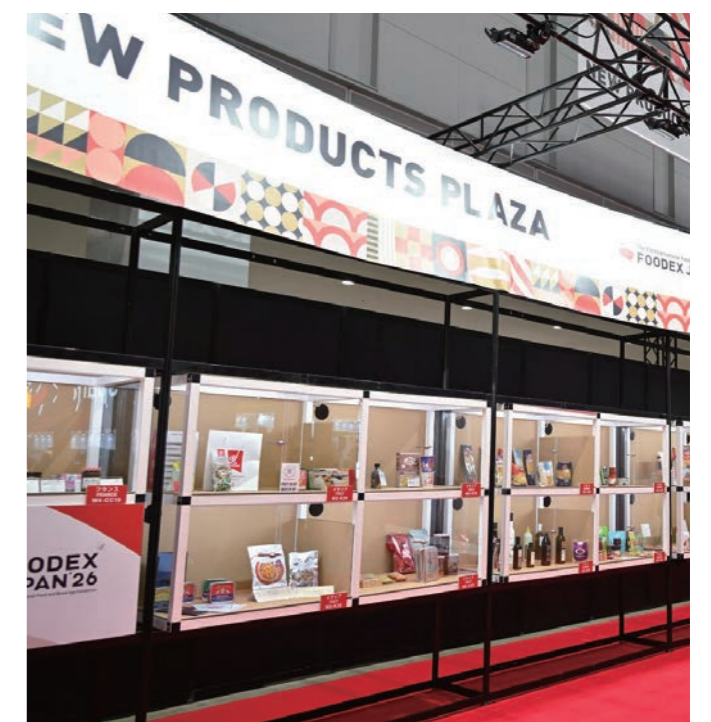
Brand-new products from 20 countries, launched within the last 6 months or yet to be imported into Japan.

### EXCLUSIVE ZONE FOR NATIONAL PAVILION EXHIBITORS



A dedicated area featuring the latest food and beverage innovations from around the world, with participation from **20 countries** this year.

National Pavilion Exhibitors enjoyed complimentary opportunities to showcase new products from their respective countries.



# FOODEX Frozen

## The Future of Frozen Foods: Going Beyond "Convenient" and "Delicious"

Frozen foods offer a wide range of benefits to our daily lives. While meeting consumer needs such as time-saving, long shelf life, and safety, this exhibition category also contributes to solving social challenges, including reducing food waste.



Addressing labor shortages



Reducing food waste



Time-saving cooking



Recreating the taste of restaurants



NEW

## FROZEN WORLD

The seeds of the next big hit are here. A gathering of imported frozen foods not yet available in Japan from 10 countries and regions worldwide.

Around **70 products** packed with the latest global trends were showcased, allowing visitors to explore them firsthand through real product displays. In addition, tasting sessions—essential for evaluating potential introduction—were held according to the schedule below. Attendees experienced market opportunities ahead of their competitors at the venue.



- South Korea
- Italy
- Taiwan
- Spain
- Thailand
- Sweden
- India
- Turkey
- Australia
- Brazil

## FOODEX APP

The Official App functions were enhanced



**90k+**  
App downloads



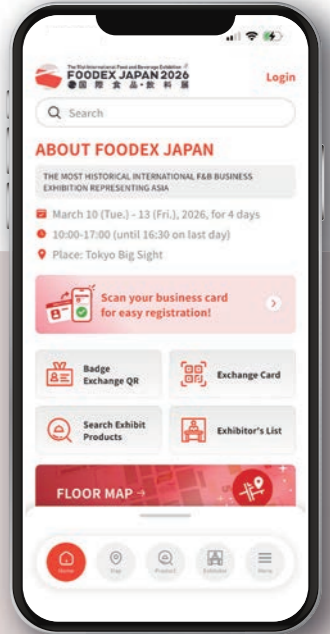
**43k+**  
Business card exchanges



**111k+**  
Exhibitor searches



**19k+**  
Product searches



## MARKETING & PR

Connecting with our communities on an unparalleled scale



**23M**

Impressions on Facebook  
(Pre-show & during show)  
Up 200%

**15**

TV coverages  
in Japan

**3.4M**

Impressions on Google  
(Pre-show & during show)  
Up 200%

**89**

Newspapers

**4M**

Views on  
YouTube

**295**

International  
Media

**3,453**

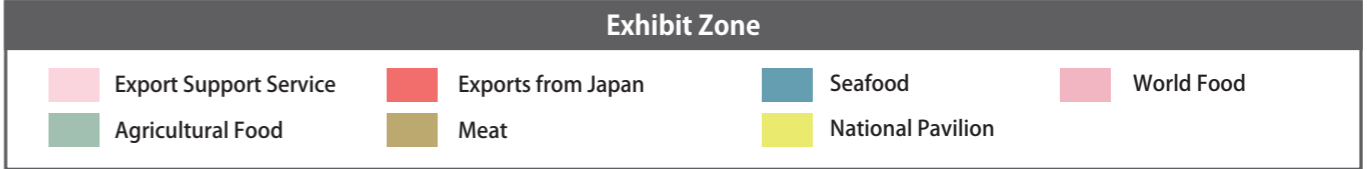
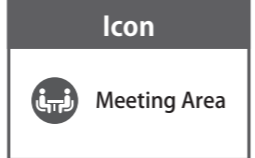
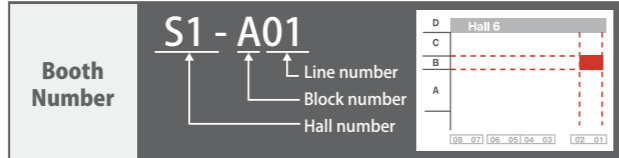
Web articles  
published





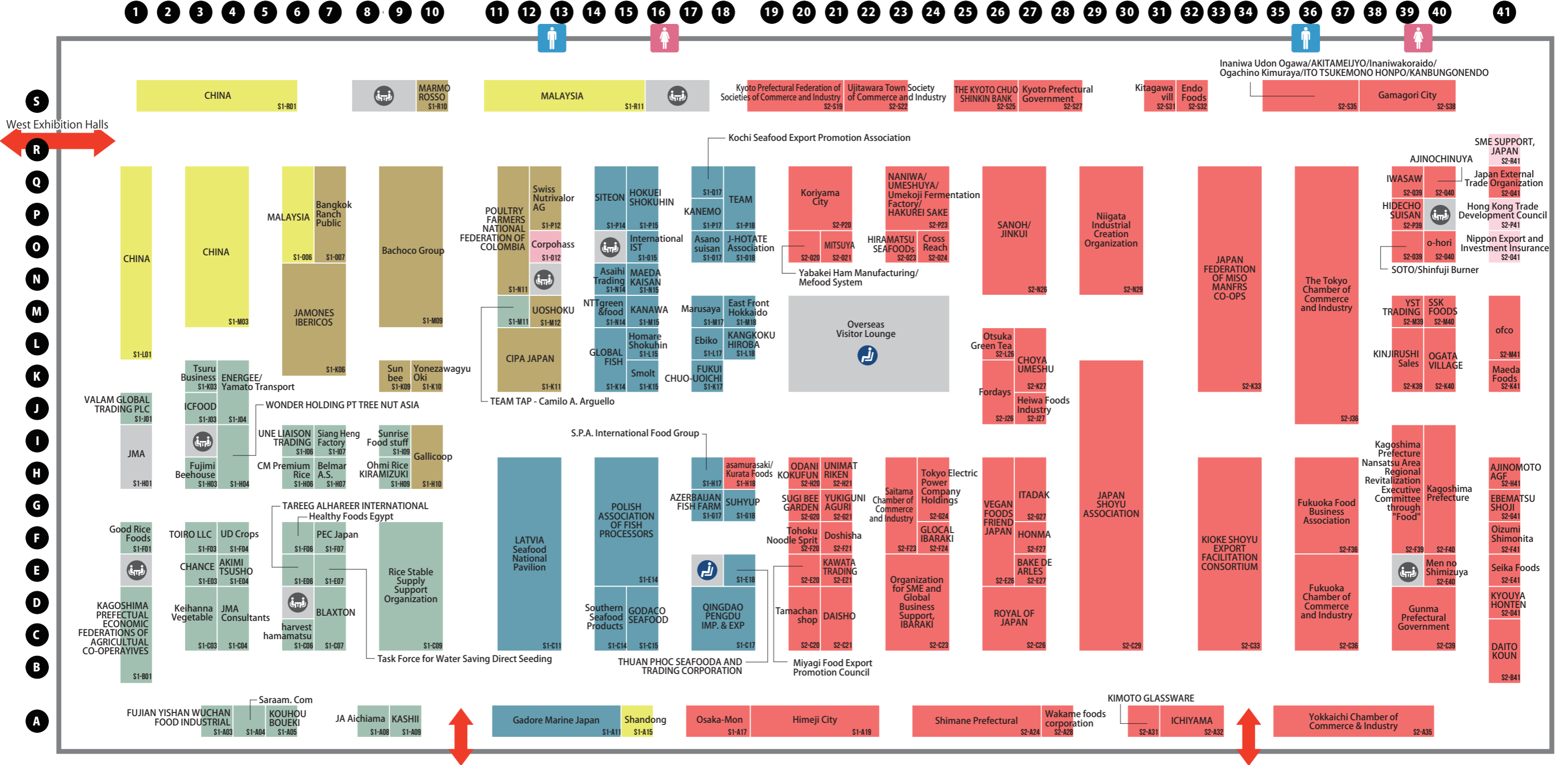
# FLOOR MAP

## SOUTH HALL 1 & 2



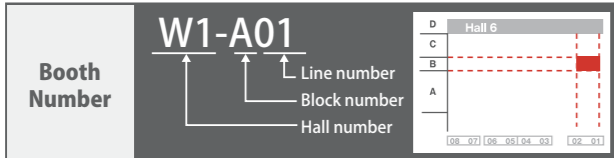
### South Hall 1

### South Hall 2

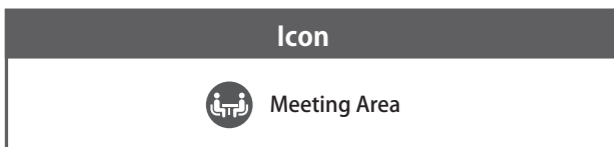




# FLOOR MAP WEST HALL 3 & 4

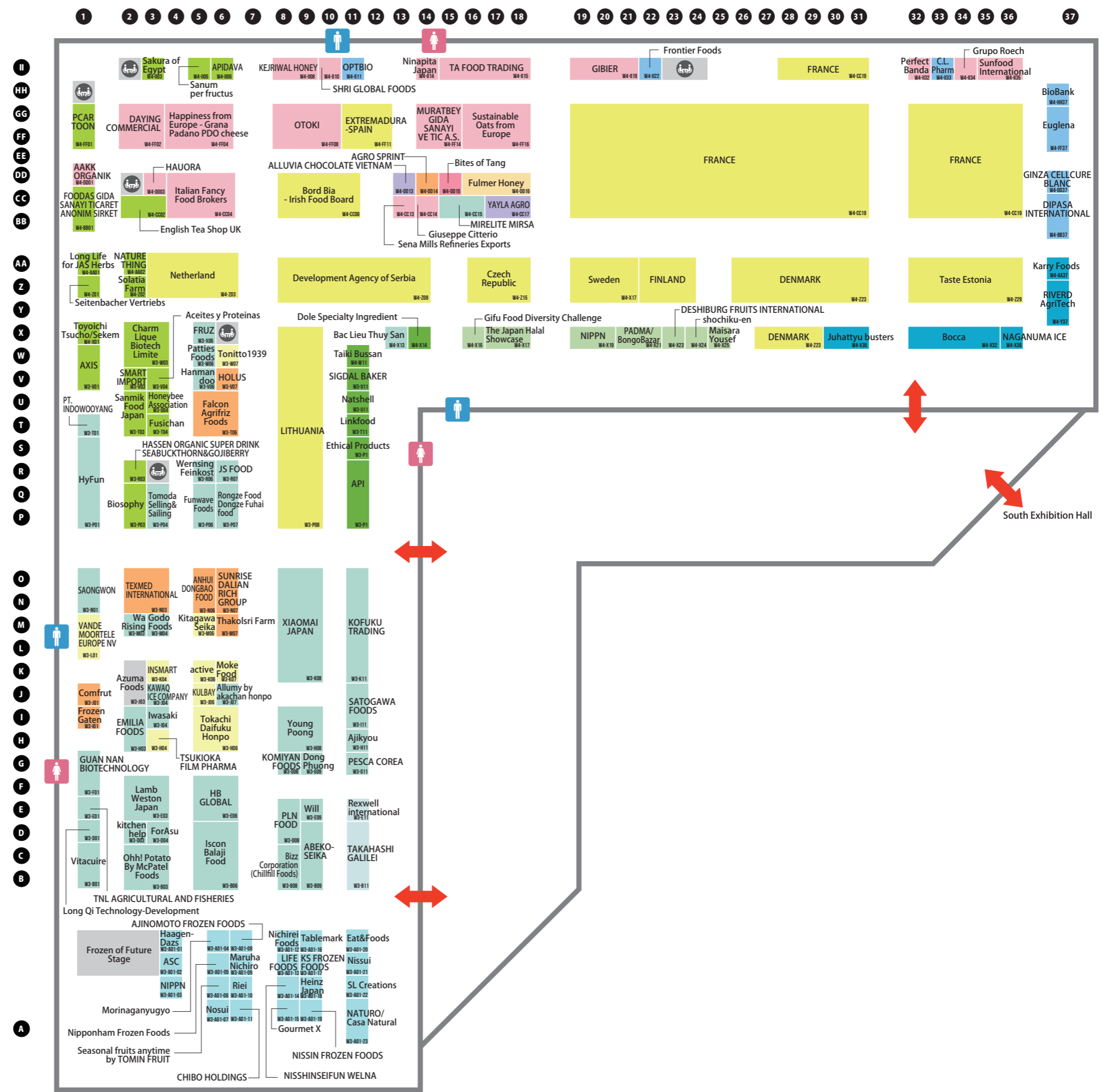


- Exhibit Zone**
- FOODEX Frozen Processed Food
  - FOODEX Frozen Machines & Technology
  - FOODEX Frozen Sweets
  - FOODEX Frozen Fresh Food
  - Frozen of Future
  - Frozen + VALUE
  - Organic
  - World Food
  - Halal, Vegan, Kosher
  - Chilled Food
  - Healthcare
  - Sweets & Snacks
  - National Pavilion
  - Alternative Food
  - Processed Food
  - Condiments/Seasoning



## West Hall 4

## West Hall 3



## West Hall 4

