SMTS 2025 SUPERMARKET TRADE SHOW

Delicatessen Trade Show 2025

SHOW REPORT

Date Feb.12 (Wed.) 13 (Thu.) 14 (Fri.), 2025

Venue Makuhari Messe

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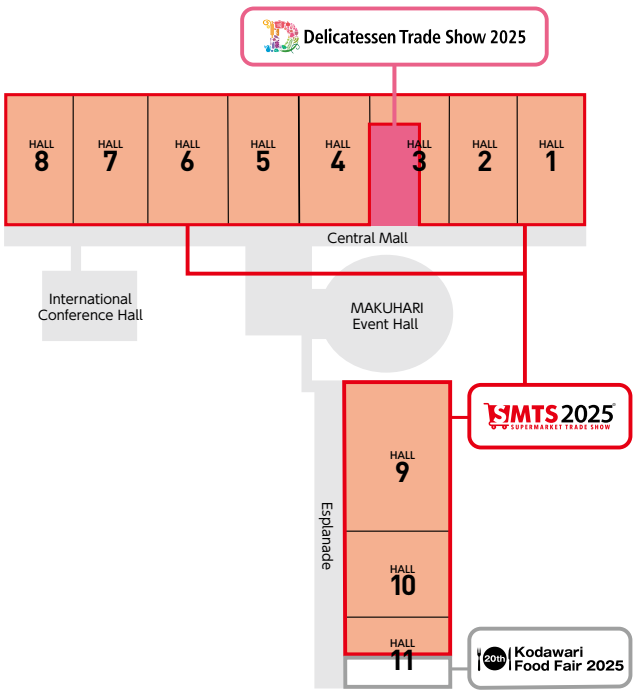


Introduction

The 59th Supermarket Trade Show 2025 and 12th Delicatessen Trade Show 2025 were held as the trade shows that support new lifestyles. The tradeshow contributed to the building of abundant regional communities in Japan through the efforts of the visitors from throughout the country.

Registered Visitors (for all 3 shows)

77,305

(Including 8,849 multi-day visitors)

Feb.12 (Wed.)	23,753
Feb.13 (Thu.)	28,010 (3,991)
Feb.14 (Fri.)	25,542 (4,858)

*( ) indicates the number of multi-day visits.

Figures

SMTS 2025 SUPERMARKET TRADE SHOW

Exhibitors: 2,237 companies/organizations
Overseas Exhibitors: 103 companies, 140 booths from 15 countries and regions
Booths: 3,611 booths

Delicatessen Trade Show 2025

Exhibitors: 48 companies/organizations
Booths: 245 booths

As of February 12, 2025

Outline of the Show

■Supermarket Trade Show

Title:	The 59th Supermarket Trade Show 2025
Abbreviation:	SMTS2025
Date:	February 12(Wed.), 13(Thu.), 14(Fri.), 2025 (for 3 days) 10:00a.m.–5:00p.m. (10:00a.m.-4:00p.m. on the last day)
Venue:	Makuhari Messe (Japan)
Admission:	Pre-registration required
Events:	Lectures, Seminars and Reception Party
Organizer:	National Supermarket Association of Japan
Official Support/Patronage:	Ministry of Economy, Trade and Industry / Ministry of Agriculture, Forestry and Fisheries / Ministry of Health, Labour and Welfare / Consumer Affairs Agency / The Tokyo Chamber of Commerce and Industry / Japan External Trade Organization (JETRO) / Agricultural Trade Office, The Embassy of the United States of America / Embassy of Italy - Trade Promotion Section / Embassy of the Oriental Republic of Uruguay / Economic and Commercial Office, Embassy of Spain / Office of Commercial Affairs, Royal Thai Embassy / TAIWAN TRADE CENTER / Turkish Embassy Commercial Consulate Office / French Embassy in Japan - Business France / EMBASSY OF THE S.R.OF VIETNAM / Embassy of Malaysia, Tokyo / Food Marketing Institute Japan
Concurrent Show:	Delicatessen Trade Show 2025 / The 20th Kodawari Food Fair 2025

As of January 15, 2025

■Delicatessen Trade Show

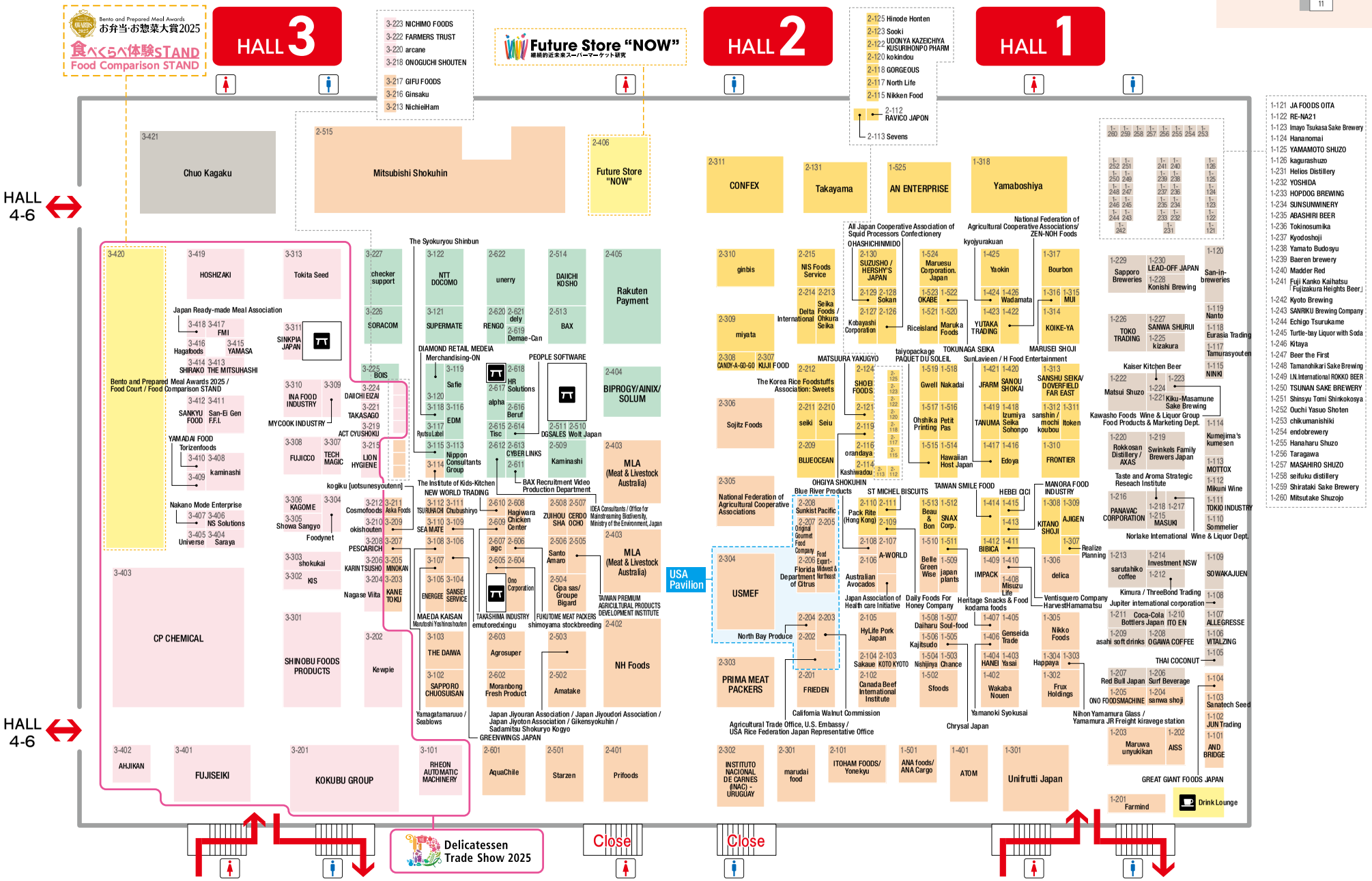
Title:	Delicatessen Trade Show 2025
Abbreviation:	DTS2025
Date:	February 12(Wed.), 13(Thu.), 14(Fri.), 2025 (for 3 days) 10:00a.m.–5:00p.m. (10:00a.m.-4:00p.m. on the last day)
Venue:	Hall 3 at Makuhari Messe (Japan)
Admission:	Pre-registration required
Events:	“Bento and Prepared Meal Awards” -Award Ceremony and etc.
Organizer:	National Supermarket Association of Japan
Concurrent Show:	The 59th Supermarket Trade Show 2025 / The 20th Kodawari Food Fair 2025

As of January 15, 2025

FLOOR MAP

Zone category

- Delicatessen Trade Show 2025
- Equipment and Material
- Store Development and Sales Promotion
- Confectionery and Sweets
- Fresh Product
- Soft and Alcoholic Beverage
- Organizer's Project
- Lounge
- Drink Lounge



3-223 NICHIMO FOODS
3-222 FARMERS TRUST
3-220 arcane
3-218 ONOGUCHI SHOUTEN
3-217 GIFU FOODS
3-216 Ginsaku
3-213 NichieiHam

2-125 Hinode Honten
2-123 Sooki
2-122 UDONYA KAZEICHIYA KUSURIHONPO PHARM
2-120 kokindou
2-118 GORGEOUS
2-117 North Life
2-115 Nikken Food
2-112 RAVICO JAPON
2-113 Sevens

1-121 JA FOODS OITA
1-122 RE-NA21
1-123 Imayo Tsukasa Sake Brewery
1-124 Hananomai
1-125 YAMAMOTO SHUZO
1-126 kagurashuzo
1-231 Helios Distillery
1-232 YOSHIDA
1-233 HOPDOG BREWING
1-234 SUNSUNWINERY
1-235 ABASHIRI BEER
1-236 Tokinosumika
1-237 Kyodoshoji
1-238 Yamato Budosyu
1-239 Baeren brewery
1-240 Madder Red
1-241 Fuji Kanko Kaihatsu 「Fujizakura Heights Beer」
1-242 Kyoto Brewing
1-243 SANRIKU Brewing Company
1-244 Echigo Tsurukame
1-245 Turtle-bay Liquor with Soda
1-246 Kitaya
1-247 Beer the First
1-248 Tamanohikari Sake Brewing
1-249 I.N.International ROKKO BEER
1-250 TSUNAN SAKE BREWERY
1-251 Shinsyu Tomi Shinkokosya
1-252 Ouchi Yasuo Shoten
1-253 chikumanishiki
1-254 endobrewery
1-255 Hanaharu Shuzo
1-256 Taragawa
1-257 MASAHIRO SHUZO
1-258 seifuku distillery
1-259 Shirataki Sake Brewery
1-260 Mitsutake Shuzojo

Zone category
Equipment and Material
Processed Food
Food Trends Zone
Time efficiency × Food
Protein × Food
Inbound × Food
Frozen × Food
Organizer's Project
Lounge
Organizer's Project
食のトレンドゾーン
Food Trends Zone
8 7 6 5 4 3 2 1
9
10
11
6-412 Japan Ginger
6-413 NBI
6-411 meets
6-410 MFC
6-409 Matsukiku foods
6-408 Edoichiida
6-403 OSTI Japan
6-407 Matsutaninori
6-404 Coplas
6-406 sisenshokuhin
6-405 Yame seicha
HALL 6
HALL 5
HALL 4
5-117 dreams farm
5-118 Tsukizibanya
5-116 KOSKO International
5-115 Will
5-113 sengaya
5-114 M&N Corporation
5-110 Sung Gyeongsun Mandu
5-112 Akitahinaiya
5-107 Nichinou
5-109 biogusto
5-108 sannyu trading
HALL 7-8
HALL 1-3
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5-413 OKAMURA
4-211 Ishida
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6-416 FUKUSHIMA GALILEI
6-415 ITALIAN FOODS
6-402 NIHONSHURUIHANBAI
6-401 ITOCHU-SHOKUHIN
6-201 Mitsui & Co. Retail Group
5-401 NIPPN
SMTS・DTS VIP Restaurant
Supported by NIPPN
5-101 SMTS・DTS VIP Lounge VIP Cloakroom
Supported by UCC Ueshima Coffee
5-101 UCC Ueshima Coffee
4-201 EAT&FOODS
SMTS・DTS VIP Chinese Restaurant
Supported by EAT&FOODS
4-101 Otafuku Sauce
4-102 Sanden Retail Systems
4-103 REI-TECH
4-104 MULTIVAC JAPAN
4-105 FUJI PACK SYSTEM
4-106 Suzumo Machinery
4-107 YONEYAMA
4-108 Toshiba Tec
4-109 Kitazawasangyo
4-201 Crown Package
4-202 technican
4-206 SKYTEN
4-207 Yamani Package
4-208 E-SEMS/ ENDO LIGHTING
4-209 DAIKO ELECTRIC
4-210 SHIMOJIMA
4-211 NICHIBAN
4-212 TECNO RESEARCH
4-213 ATOMGIKEN
4-214 Nichiwa Electric
4-215 Water Point
4-216 Prince Electric
4-217 MARUBENI PLAX
4-218 The Korea Rice Foodstuffs Association :Processed Food
4-219 SHINMEI
4-220 Kyowa
4-221 Yamashou foods
4-222 kitchen techno
4-223 Hotdog
4-224 SEIYUFOODS
4-225 SAMBAZON
4-226 Busco Foods
4-227 B. Foods Product International
4-228 Aomori Prefectural Government
4-229 SJSHIMITSU
4-230 SL Creations
4-231 Gourmet Selection
4-232 ISTANBUL FISHERY AND ANIMAL PRODUCTS EXPORTERS' ASSOCIATION
4-233 Potatoes USA/SIMPLOT JAPAN / Lamb Weston Japan
4-234 TAESUNG
4-235 HANMANDOO FOOD
4-236 LANNA AGRO INDUSTRY
4-237 BRIDOR
4-238 VSP
4-239 Sinei Foods
4-240 sunfressai
4-241 ASC
5-201 DAISHO
5-202 Tableland
5-203 Hachi Foods
5-204 Cosmos foods
5-205 towashokusai
5-206 SHINMEI TRADING
5-207 Kousyo
5-208 ALLIED
5-209 world trading
5-210 Spice House
5-211 uehara
5-212 Nongshim Japan
5-213 Maruoo
5-214 INTER FRESH
5-215 Hirasho Shoten
5-216 katorishishokokai
5-217 Fuji Food Service
5-218 O-HORI
5-219 Gentos
5-220 World links Company
5-221 Omikenshi
5-222 happy shokuhin
5-223 ONGANE JAPAN
5-224 Samyang Japan
5-225 JR EAST JAPAN GROUP (East Japan Railway / KINOKUNIYA / EAST JAPAN RAILWAY TRADING)
5-226 BLUECHIP
5-227 IM Food Style
5-228 SEIJO ISHII
5-229 MCCfoodproducts
5-230 Kakiyasu honten
5-231 IGM
5-232 GAIA PROMOTION
5-233 Marumasa food
5-234 Kunitaro
5-235 JALUX
5-236 Dry Food Association of Japan
5-237 MUI Frozen Sweets
5-238 TOHZAI SANGYO BOEKI
5-239 Way Sauce Japan
5-240 Marino
5-241 SANYU FOODS
5-242 Time efficiency × Food Organizer's Project
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6-303 Wismettac Foods
6-304 Imai Group
6-305 Nichifutsu Boeki / Unin Liquors
6-306 DELSOLE
6-307 Lowins
6-308 OFFICINA / WINHOOP
6-309 Daiko
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6-332 The Korea Rice Foodstuffs Association :Processed Food
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6-343 E-SEMS/ ENDO LIGHTING
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6-345 Suzumo Machinery
6-346 FUJI PACK SYSTEM
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6-368 BRIDOR
6-369 VSP
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6-373 DAISHO
6-374 Tableland
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6-382 Spice House
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6-391 Gentos
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6-393 O-HORI
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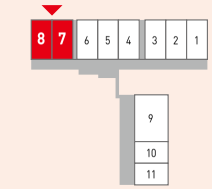
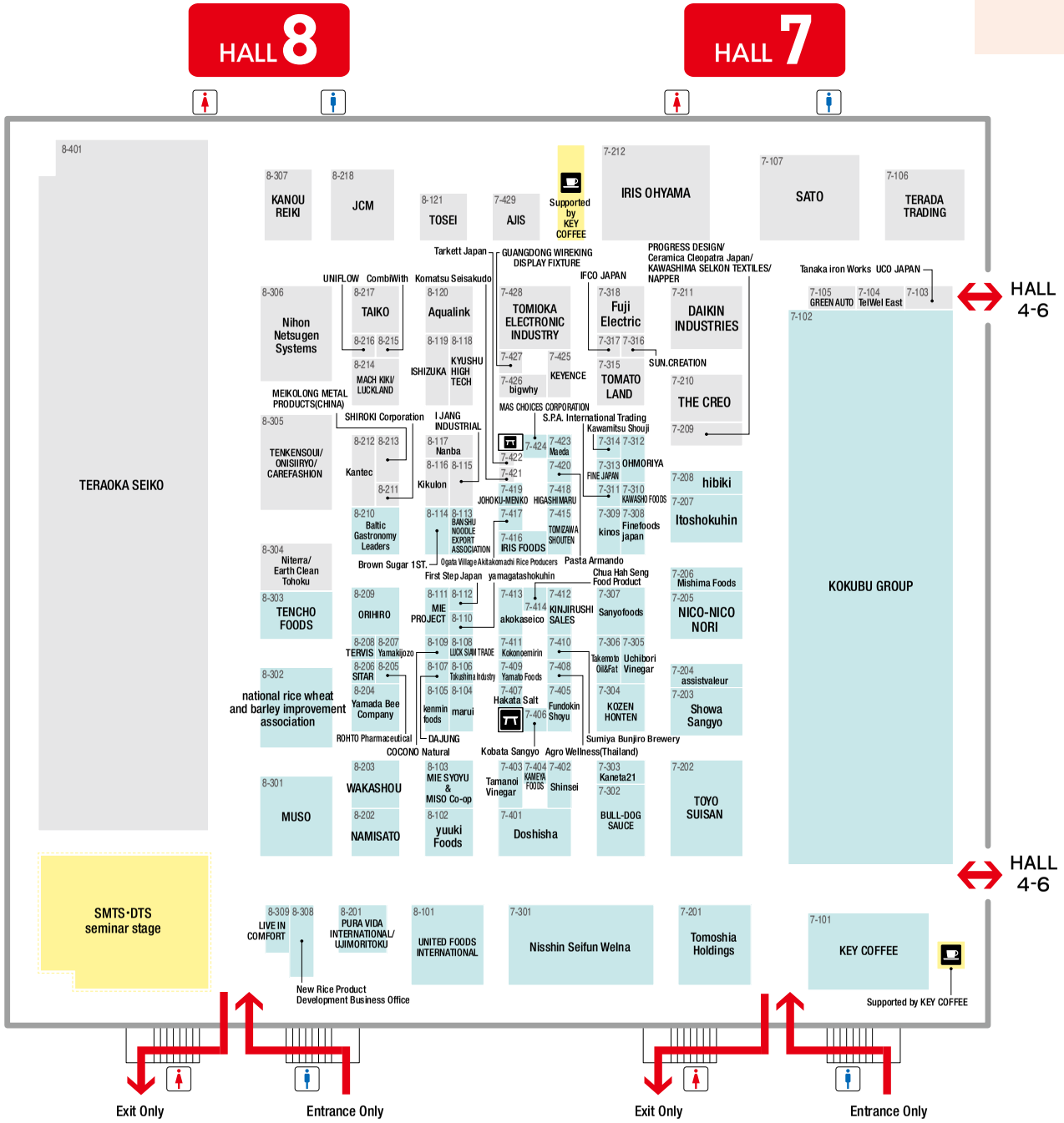
6-408 Way Sauce Japan
6-409 Marino
6-410 SANYU FOODS
6-411 Time efficiency × Food Organizer's Project
6-412 Inbound × Food Organizer's Project/ Japan Shopping Tourism Organization
6-413 Global Vision
6-414 Earth
6-415 SHIN INTERNATIONAL
6-416 World Health Frontier Institute/Slow Calorie Research for Health
6-417 YOMEISHU SEIZO
6-418 ICHIMASA KAMABOKO
6-419 Goshoku
6-420 Maruhati
6-421 Fujimitsu
6-422 Tokyo Tea Trading
6-423 Freesh
6-424 YOSHANTEA
6-425 Doutor Coffee
6-426 MAKINOHARA TEA INDUSTRY PROMOTION COUNCIL
6-427 SUZUHIRO KAMABOKO
6-428 All Japan Cooperative Association of Squid Processors Processed Food
6-429 Manbou
6-430 Kobayashi Tsukudani
6-431 Japan Greentea
6-432 Yamamoto Food Industry
6-433 Kaliber
6-434 Moranbong Daily Foods
6-435 ASAHI AND
6-436 Daiso Industries
6-437 Maruha Nichiro
6-438 Norlake International
6-439 Sugano
6-440 Macfoods
6-441 KUKI SANGYO
6-442 KATO BROTHERS HONEY
6-443 Shelley's
6-444 fujishokuhin
6-445 Azuma Shokuhin
6-446 nakato/Filicori Zecchini
6-447 POLYBROKERS/DIMONT
6-448 OOIGAWACHAEN
6-449 MARRE
6-450 GOGYORUKU
6-451 HAKUA DAISHIN
6-452 nakato
6-453 REVE CREATE
6-454 KANAME
6-455 OFFICINA / WINHOOP
6-456 Marushinfoods
6-457 Baaeco V Food
6-458 FIAB - FEDERACIÓN ESPAÑOLA DE INDUSTRIAS DE ALIMENTACIÓN Y BEBIDAS
6-459 Monty & Totco
6-460 LAFOOCO
6-461 Sunrich
6-462 Instanta
6-463 Endoseian
6-464 University of Marketing and Distribution Sciences
6-465 SHOKUHIN SANGYO SHIMBUNSHA
6-466 SANYO TRADING
6-467 Nihonshokuhin Kaihatsu Sokushin
6-468 NIPPON ACCESS
6-469 Valor Holdings
6-470 IBCompany
6-471 SL JAPAN
6-472 Asahi Shoji
6-473 Tomoe Corporation
6-474 Innovention
6-475 FUJI TRADING
6-476 Nippon Coffee Trading
6-477 F.R. marketing
6-478 ROYAL OF JAPAN
6-479 kagoshima prefectural economic federation of agricultural co-operatives
6-480 ishimatsu shoji / minouyaarare seizouhonmpo
6-481 OKAMURA
6-482 Toshiba Tec
6-483 Ishida
6-484 Close
6-485 VIP Only
6-486 Entrance Only
6-487 Exit Only
6-488 Exit Only
6-489 Entrance Only

Zone category

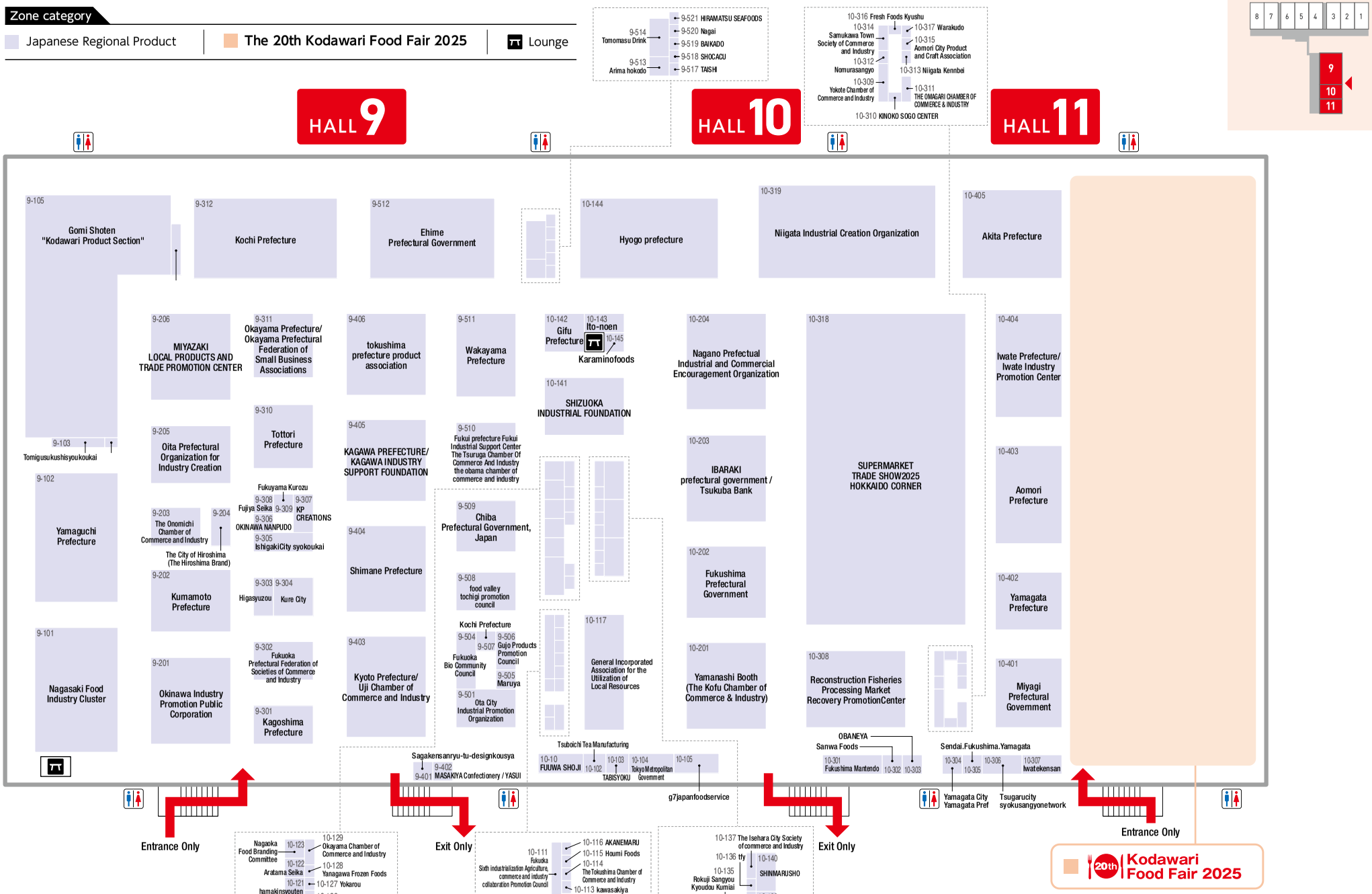
Equipment and Material
Processed Food
Organizer's Project
Lounge
Drink Lounge





Zone category

Japanese Regional Product | The 20th Kodawari Food Fair 2025 | Lounge



List of Exhibitors

SMTS 2025 SUPERMARKET TRADE SHOW

As of February 12, 2025

*:Co-exhibitor

Ⓐ	ABASHIRI BEER	1-235
	ACEITES MAEVA	6-111*
	ACEITES YBARRA	6-111*
	agc	2-607
	Agricultural Corp. Humanwell	2-212*
	Agricultural Trade Office, U.S. Embassy/USA Rice Federation Japan Representative Office	2-202
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	Chrysal Japan	1-505
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Fukuoka Bio Community Council 9-504
Fukuoka Prefectural Federation of Societies of Commerce and Industry 9-302
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SMTS•DTS Seminar Stage (Hall 8)

Excerpts from the main seminars:

February 12 (Wed.)

10:10 a.m.～ 11:00 a.m.
SMTS Speaks "What Will Happen to Supermarkets - Creative Destruction"

Speaker Kiyoshi Yokoyama Chairman, National Supermarket Association of Japan / CEO, ARCS COMPANY, LIMITED

February 14 (Fri.)

10:30 a.m.～ 11:50 a.m.
Supermarket White Paper 2025 Part I

… and more

SMTS Organizer's Project

Hall 4, 5 Food Trends Zone

食のトレンドゾーン
Food Trends Zone

We introduced the latest trend information and products to visitors under four key food trend themes, including newly established "Time efficiency x Food" and "Protein x Food".

new "Time efficiency × Food" - Food, information technology and services related to time efficiency

We showcased foods, information, technologies, and services aimed at meeting the needs of today's busy consumers for convenience and time-saving in cooking (time efficiency).

Exhibitor: Cosmos foods company / DAISHO / dreams farm / Dry Food Association of Japan GAIA PROMOTION / Hachi Foods / JALUX / KOSKO International / Kunitaro / Marumasa food / MULTIVAC JAPAN / Tableland / towashokusai / Way Sauce Japan (Alphabetical Order)

new "Protein × Food" - Food, information technology and services related to protein

We showcased foods, information, technologies, and services related to conscious protein intake for purposes such as training, dieting, beauty, and frailty prevention among the elderly.

Exhibitor: ICHIMASA KAMABOKO / Maruha Nichiro (Alphabetical Order)

"Inbound × Food" Food, information and services related to inbound

Exhibitor: Daiso Industries / Earth / SHIN INTERNATIONAL / Tsukizibanya / University of Marketing and Distribution Sciences / World Health Frontier Institute & Slow Calorie Research for Health / YOMEISHU SEIZO (Alphabetical Order)

"Frozen × Food" - Foods, equipment, technology and services related to freezing -

Exhibitor: Akitahinaiya / Aomori Prefectural Government / ASC / B. Foods Product International / biogusto / BRIDOR / Busco Foods / EAT&FOODS / Gourmet Selection / HANMANDOO FOOD / Hotdog / ISTANBUL FISHERY AND ANIMAL PRODUCTS EXPORTERS' ASSOCIATION / LANNA AGRO INDUSTRY / M&N Corporation / Marino / MUI Frozen Sweets / Nichinou / Potatoes USA, SIMPLOT JAPAN, Lamb Weston Japan / S.ISHIMITSU / SAMBAZON / sannyu trading / SANYU FOODS / SEIYUFOODS / Sinei Foods / SL Creations / sunfressai / Sung Gyeongsun Mandu / TAESUNG / technican / TOHZAI SANGYO BOEKI / VSP / Will / yamashou foods (Alphabetical Order)

SMTS Organizer's Project

"Time efficiency × Food" Organizer's Project Display

Booth No. 5-301

This display provided information on a new approach to Time efficiency strategies that goes beyond mere convenience and time-saving, addressing the emerging needs of today's consumers—such as the desire to enjoy the process itself, known as "Process Performance" orientation. (In collaboration with HIMEKO COMPANY Inc.)

Exhibition Contents

- The Current State of "Time Efficiency" and the Emerging Concept of "Process Performance"
- What Trend Comes After Time Efficiency? - Exploring "Time efficiency × ○○-"
- Share Your Own Time Efficiency Techniques!
- SMTS2025: Featured Products Related to Time Efficiency

Special Seminar

Title - Food Trend Zone Special Seminar -
Food Market Trends in 2025
- A Hybrid Strategy of "Time Efficiency" and "Process Performance" -

Date February 12 (Wed.) 11:20 a.m. ～ 12:20 p.m.

"Inbound × Food" Organizer's Project Display

Booth No. 5-403

This display provided a variety of inbound-related information and proposed solutions, including the current inbound situation as seen through data and case studies of inbound responses in supermarkets. (In collaboration with Japan Shopping Tourism Organization)

Exhibition Contents

- Panel Display: Current Status of Inbound Tourism Based on Data and Practical Case Studies
- Inbound Strategies by Member Supermarkets:
  "Foody One Kusunoki Store" (Kumamoto City, Kumamoto Prefecture – affiliated with Tsuruya Department Store)
  "Bongo Bazaar" (Misato City, Saitama Prefecture)
  "combiniya IWAI" (Iwata City, Shizuoka Prefecture)

Special Seminar

Title - Food Trend Zone "Inbound × Food" Special Seminar -
Strengthening Our Commitment to Inbound Strategy

Date February 14 (Fri.) 2:00 p.m. ～ 3:00 p.m.

SMTS Organizer's Project

Hall 2 Future Store "NOW"

Booth No. 2-406

Future Store "NOW"
継続的近未来スーパーマーケット研究

https://fs-n.info/

Through subcommittees and the Promotion Council, we have been working on the theme: "Retail Growth in Response to Environmental and Consumer Behavior Changes". This project served as an opportunity to showcase the results of our year-round efforts and to deepen visitors' understanding of the initiatives within Future Store "NOW".

JETRO Food Export Meeting at SMTS

Business meeting organized by JETRO (Japan External Trade Organization) was held during the exhibition. Overseas buyers attended SMTS, resulting in a total of 132 business meetings over 2 days.

In front of Hall 5 Organizer Information

This corner was set up to introduce an overview of the supermarket industry along with solutions and support programs addressing the challenges faced by the retail sector, in connection with the association's initiatives.

7th Quality Improvement Achievement Presentations in Supermarkets

A presentation showcasing quality improvement initiatives by member companies of National Supermarket Association of Japan was held on the seminar stage.

Date February 13 (Thu.) 1:30 p.m.～ 4:30 p.m.

Venue SMTS･DTS Seminar Stage (Hall 8)

CLO Training Program

A training program to develop executives (CLO, Chief Logistics Officer) responsible for logistics within the industry was launched last year. As a summary of the program, a panel discussion featuring 6 instructors was held on the seminar stage.

Title **The Reality and Future of the 2024 Logistics Crisis Facing the Food Retail Industry**

Date February 12 (Wed.) 3:10 p.m.～ 4:40 p.m. Venue SMTS･DTS Seminar Stage (Hall 8)

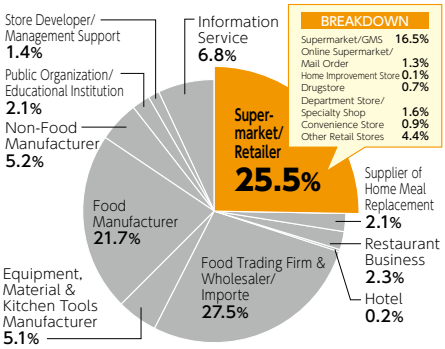
SMTS 2025 SUPERMARKET TRADE SHOW | Visitor

Questionnaire Outline

Examination Method	Questionnaire was made by the organizer. Visitors scanned a QR code at the counter and completed the questionnaire on the spot.
Examination Period	February 12(Wed.)-14(Fri.), 2025
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	635 sheets
Examination Place	In the venue of Supermarket Trade Show

Q1 Industry — 1 choice

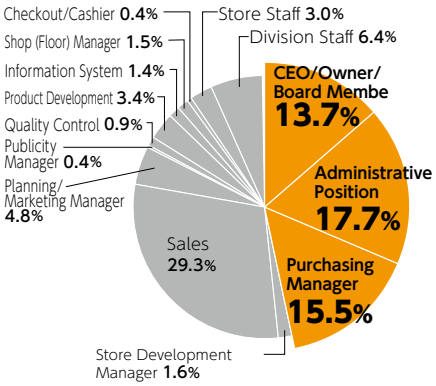
Please tell us your business category.



Q2 Job Category — 1 choice

Please tell us your job category.

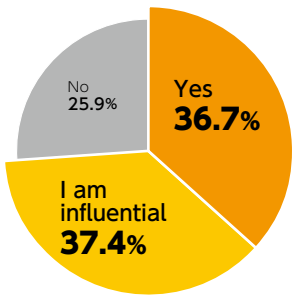
*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm



Q3 Decision Maker — 1 choice

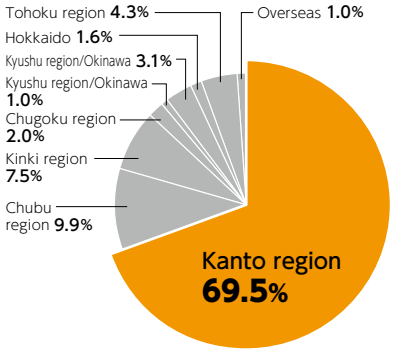
Do you own an authority to make a decision about product purchasing?

*Tallied the number of visitors from supermarket, retailer, wholesaler and trading firm



Q4 Place of Work — 1 choice

Where is your office located?



Q5 Purpose — Multiple answers

What is the purpose of your visit?

Q6 Demand — Free answer

Please tell us about the contents you would like to see and expect at the next show.

- New products
- Low-carb
- Plant-based
- Prepared foods & delicatessen
- Merchandising proposals
- Food trends
- Proposals for seniors
- OEM
- Fresh and pre-cut vegetables
- Frozen & chilled products
- Organic products
- Commitment to reducing food waste
- Trendy imported goods
- Export products
- Japanese wine
- Japanese regional products from each prefecture
- Labor-saving solutions / Measures against labor shortages
- Ordering systems
- Retail media

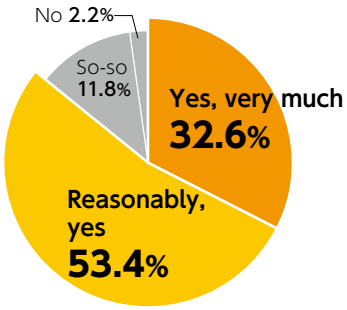
SMTS 2025 SUPERMARKET TRADE SHOW | Exhibitor

Questionnaire Outline

Examination Method Questionnaire sheets were collected after the show by March 28 (Fri.), 2025 from each exhibitor.

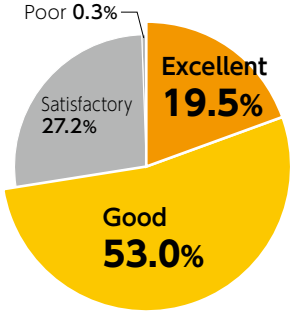
Q1 Satisfaction — 1 choice

Are you satisfied with the results of the show?



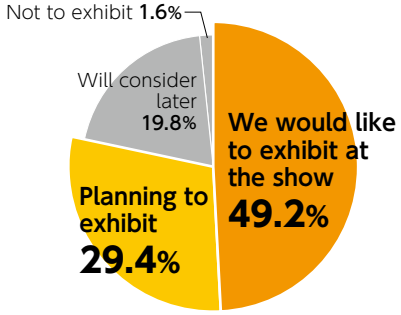
Q2 Quality of Visitors — 1 choice

How were the quality of the visitors?



Q3 Plan to Exhibit Next Year — 1 choice

Please indicate your current plan for next Supermarket Trade Show.



Q4 Business Meetings during the Show

Specific number of new business appointments and order intake etc. during the exhibition period

1 Business cards	2 Business meeting	3 New meeting	4 Appointment acquiring rate	5 Order intake rate
How many business cards did you get from the visitors?	Out of 1, how many had a clear intention in having business meeting at your booth?	Out of 2, how many NEW business meetings did you have?	How many appointments did you get? *Appointment total ÷ Concrete business meeting total	How many orders did you get? *Order total ÷ Concrete business meeting total
Average **550.9**	Average **198.3**	Average **97.9**	Average **47.4**	Average **14.7**

Q5 Outcome — Free answer

Please comment on the merit of exhibiting other than business meetings.

- Enhancing our corporate image and brand recognition. The product we launched—first of its kind in Japan—attracted significant interest from a wide range of companies, from major corporations to small and medium-sized enterprises.
- The strong interest in our exhibited products and the information we were able to collect became a valuable advantage, as they contributed directly to our marketing efforts.
- Through our participation in the exhibition, we received valuable feedback from many buyers on aspects such as product design, which proved to be a great learning experience.
- Our participation enabled us to present a wider array of products to our existing clients, beyond our typical range.
- Contact was reestablished with existing clients who had not been engaged in business for a while.
- We received inquiries about raw materials not only from retailers and wholesalers but also from manufacturers, which was an unexpected outcome.
- We had initially targeted department stores in the city center and well-known high-end supermarkets, but we discovered that there are many specialty supermarkets in various regions. Moreover, we were able to gain a high level of interest in our products from them.
- In addition to direct business negotiations and communication with customers, we could engage in information exchange and establish connections for future collaboration.
- Since information from all over the country was available, it is easy to make use of this information in sales activities.
- We were re-affirmed that the number and quality of visitors at this exhibition were higher compared to other events.
- It was available to introduce our clients to other exhibitors and exchange information with them.
- This time, the booth design was handled by our in-house staff, and it attracted significant attention, which also contributed to boosting employee motivation.
- The TV coverage was aired, which significantly boosted employee motivation.

Q6 Future Improvement — Free answer

Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance.

- Improvements in exhibition methods: New products and those we aim to promote should have been presented more clearly and understandably.
- It was unfortunate that, due to the limited number of sales staff, we were not able to properly attend to all customers.
- We were not able to create a display that would catch visitors' attention.
- We lacked effective strategies for promoting our products on the exhibitor product search site and for making them easier to find through searches.
- Because we underestimated the quantity needed for sampling, the number of tastings ran out during the event.
- Due to unexpected business card exchanges with attendees, we ran out of business cards and brochures towards the end.
- Since there were foreign buyers, the terms and conditions in English should have been prepared as well.
- Although we were able to have discussions, the product explanations ended there, and we could not effectively promote opportunities for future engagements.
- The follow-up process and internal arrangements for post-exhibition actions were not clearly defined.
- Due to societal trends, it is unavoidable, but with the rise in construction costs, it is necessary to find a balanced approach to exhibiting that optimizes both cost and efficiency.

Bento and Prepared Meal Awards
お弁当･お惣菜大賞2025

Outstanding lunchboxes that are sold in supermarkets, convenience stores, specialty stores were awarded. “Bento and Prepared Meal Awards” was aimed at raising the level of the Delicatessen section by praising excellent products and increasing employee's motivation.

Hall 8

Awards Ceremony

Bento and Prepared Meal Awards 2025 Ceremony

February 12(Wed.) 2025 1:50p.m.-2:50p.m

Hall 3

Display of Award-winning Products / Food Court

In addition to showing the award-winning and selected products from 11 categories, some of the actual products and panels related to containers were displayed. Furthermore, to meet the demand of 'wanting to taste the award-winning products,' some of the products were sold at the food court.

Hall 3

食べくらべ体験STAND
Food Comparison STAND

At this stand, visitors can taste and experience delicatessen-related menu proposals to in-store cooking and sales. Utilizing a steam convection oven installed in the backyard, we introduced the increasingly popular "Fish (Mackerel)" with demonstrations and offered tastings of three types of mackerel.

Proposed menu | Number of tastings provided 1,440 in total for three days | Questionnaire collection 1,369 sheets in total for three days

3 types of mackerel that can be eaten down to the bones

- Soy Sauce Moromi-Grilled Mackerel
- Grilled Mackerel with Tomato Garlic Sauce
- Grilled Mackerel with Honey Mustard Onion

Free distribution at the venue!

惣菜デリ最前線2025
Souzai (daily dish) Deli Forefront 2025

This is a booklet about bento and delicatessen to introduce products that have won the Bento and Prepared Meal Awards 2025, information on advanced case studies from the sales front, industry trends and developments, and information on the DTS2025 special sponsor's initiatives, solutions, and products. It is distributed free of charge to visitors on the venue. An electronic version has been also published.

Delicatessen Study

To meet the need to provide information on delicatessen, we held “Delicatessen Study”, a study session on delicatessen, not only on the days of the Delicatessen Trade Show, but also throughout the year to propose menu items that sell and share issues.

Questionnaire Result DTS

Delicatessen Trade Show 2025

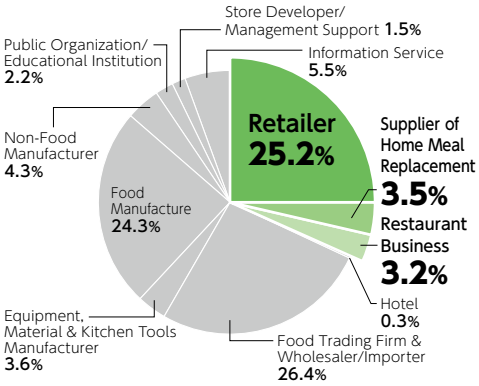
Visitor

Questionnaire Outline

Examination Method	Questionnaire was made by the organizer. Visitors scanned a QR code at the counter and completed the questionnaire on the spot.
Examination Period	February 12(Wed.)-14(Fri.), 2025
Examination Object	Overall visitors. Note: Questions 1 to 4 are the results of counting registered visitors data
Collection	90sheets
Examination Place	In the venue of Delicatessen Trade Show Exhibition Area

Q1 Industry — 1 choice

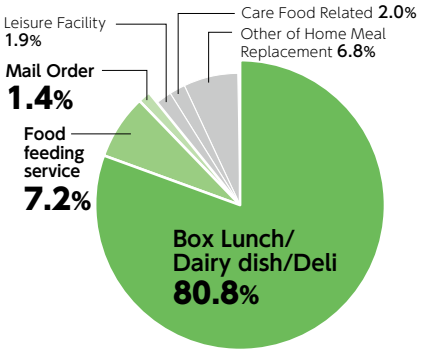
Please tell us your business category.



Q2 Industry Type of Home Meal Replacement — 1 choice

Please tell us your business category.

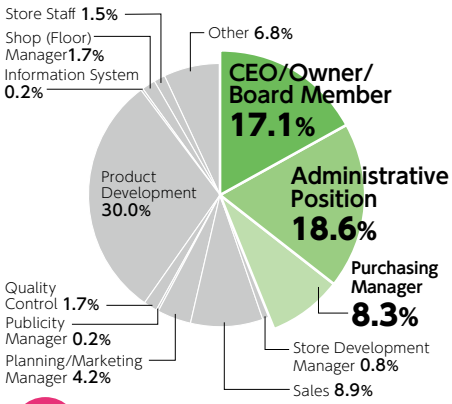
*For those who answered "Supplier of Home Meal Replacement" on Q1



Q3 Job Category of Home Meal Replacement — 1 choice

Please tell us your job category.

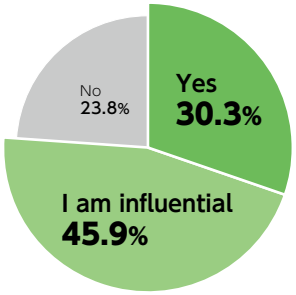
*For those who answered "Supplier of Home Meal Replacement" on Q1



Q4 Decision Maker of Home Meal Replacement — 1 choice

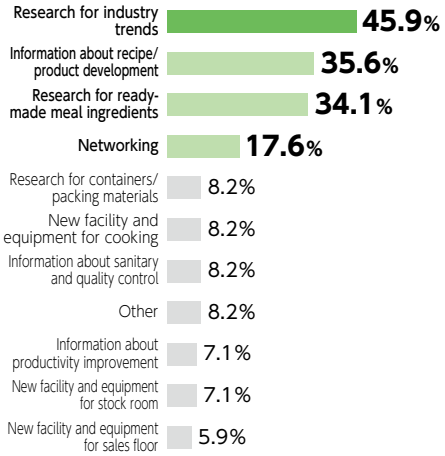
Do you own an authority to make a decision about product purchasing?

*For those who answered "Supplier of Home Replacement" on Q1



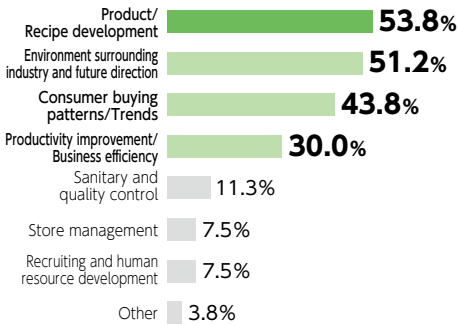
Q5 Purpose — Multiple answers

What is the purpose of your visit?



Q6 Theme for the Future — Multiple answers

What does your company need? What is the problem your company wants to solve?



Q7 Demand — Free answer

Please tell us about contents you would like to see and expect at the next show.

- Meat (livestock products)
- Bakery products
- Tuna & side dishes
- Overseas products
- Sweets products
- High-end brand foods
- I would like the side dish booth to be expanded a bit more.
- I would like to see more exhibitors related to packaging materials.
- I would like to see more side dish manufacturers.
- Latest trends
- Food gifts & brands
- Kitchen equipment
- Refrigerated cases
- Talk by award winners of Bento and Prepared Meal Awards
- Confectionery awards
- Souvenir products in Japan

Delicatessen Trade Show 2025

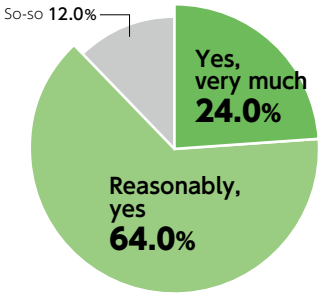
Exhibitor

Questionnaire Outline

Examination Method Questionnaire sheets were collected after the show by March 7 (Fri.), 2025 from each exhibitor.

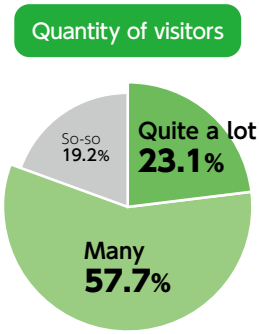
Q1 Satisfaction — 1 choice

Are you satisfied with the results of the show?



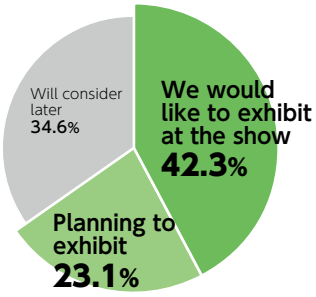
Q2 Quantity and Quality of Visitors — 1 choice

How were the quantity and quality of the visitors?



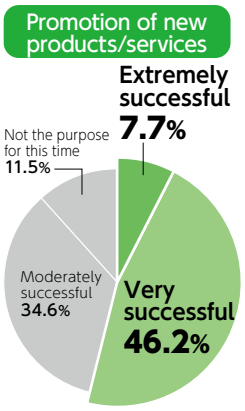
Q3 Plan to Exhibit Next Year — 1 choice

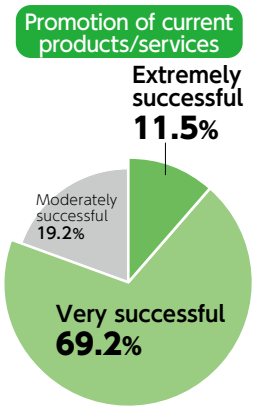
Please indicate your current plan for next Delicatessen Trade Show.

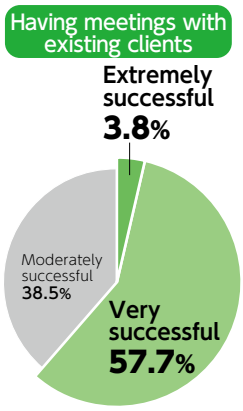


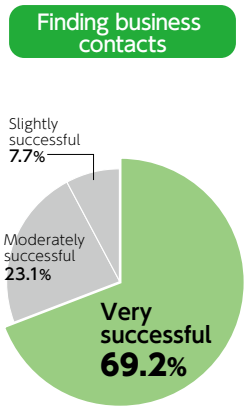
Q4 Achievement — 1 choice

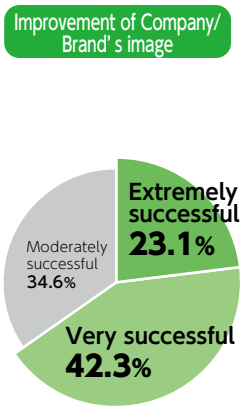
Please let us know the level of achievement of your exhibit this time.











Q5 Outcome — Free answer

Please comment on the merit of exhibiting other than business meetings.

- It was great to be able to gather information at the opening ceremony and reception party.
- Having the chance to connect with the user's customers was a benefit.
- It was an opportunity to meet with the top executives of various retailers, and we made effective use of it.
- It was inspiring to see various companies.
- Enhancing the company's brand image / promoting our new business initiatives.
- Awareness of our products.
- Exchanging information with stakeholders other than our regular clients.
- To communicate our value to the deli sector.
- We could collect feedback on new products and existing products.
- We were able to raise broad awareness of the initiatives we are currently working on.

Q6 Future Improvement — Free answer

Please write about any improvement you would make in the future exhibit, such as your booth decoration and preparation in advance.

- Compared to the previous exhibition, the number of business discussions varied significantly depending on the booth location. The challenge was how to attract customers to our booth.
- There was too much information in the booth, and the key selling points became unclear.
- Due to the wiring and booth design, protrusions were created inside the booth, which caused issues with traffic flow and the method of providing samples.
- Due to the large number of exhibitors, our booth was difficult to find. We needed to come up with ways to make it more noticeable.
- The challenge was how to attract visitors who were passing by the front of the booth.
- There was a need to increase the number of product demonstrations.
- The time required for gathering leads, collecting business cards, and counting was a challenge.
- Enhancing brand recognition and managing workforce shortages are key issues we face.
- It was difficult to determine which department of the supermarket the visitor represented based solely on the business card. It would be helpful to prominently display categories such as Deli, Fresh Seafood, Fresh Meat, Grocery, etc., to facilitate more efficient engagement.

Introduction to the next edition

Concurrent show

21th Kodawari Food Fair 2026

Delicatessen Trade Show 2026

To book your booth

Contact Overseas Secretariat (Congrès Inc.)

super@congre.co.jp