

17th *SHANGHAI*

PRIVATE LABEL FAIR ASIA

SHOW REPORT

WWW.PLFASIA.COM

2024
SHANGHAI NEW
INTERNATIONAL EXPO CENTRE

12/05 ▶ **12/07**
/THUR/ **/SAT/**

ORGANIZERS: PRIVATE LABEL SHANGHAI COUNCIL \ YADO EXPO

CONTRACTOR: INTERNATIONAL SOURCING (SHANGHAI) ADVERTISING CO., LTD

STRATEGIC SUPPORT : PRIVATE LABEL MANUFACTURES ASSOCIATION

STRATEGIC COOPERATION : CHINESE ACADEMY OF TROPICAL AGRICULTURAL SCIENCES \ KOREA TRADE INVESTMENT PROMOTION AGENCY
PRIVATE LABEL INDUSTRY RESEARCH INSTITUTE \ THE THIRD SIGHT OF RETAIL

COOPERATIVE UNIT : LINKSHOP \ LONGSHOP & SUPERMARKET WEEKLY \ BUSINESS REVIEW \ JUNCCE CONSULTING \ COMMERCIAL THINK TANKS
NEW M.SUCCESS PACKAGING PLATFORM \ RONG MA HUI \ MEJOUR GROUP \ FOODXWORLD \ DIGIPONT \ YI WEI JIE \ INRUNONLINE



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EXHIBITION HIGHLIGHTS

EXHIBITORS

899

VISITORS

27,205
YoY+28.62%

EXHIBITION AREA

60,000

COUNTRIES AND REGIONS

51

INTERNATIONAL
COMPANIES

300

YoY+104%



► 展会概览

The 17th PLF is organized by Private Label Shanghai Council (PLSC), YADO EXPO, and hosted by International Sourcing (Shanghai) Advertising Co., Ltd. with the strategic support of Private Label Manufacturers Association (PLMA). PLF is a professional event for privatelabels in Asia, which is known as one of the world's top three professional private label exhibitions together with PLMA's World of PrivateLabel International Trade Show (Amsterdam, Netherlands) and PLMA's Annual Private Label Trade Show (Chicago, USA).

This year's exhibition has five pavilions, which includes E1 General Merchandise, E2 Food Materials, E3 Confectionery & Beverage, E4 Bakery & Compote, and E5 Direct Sourcing. The exhibition brought together exhibitors from a full range of source companies in the categories of beauty and personal care, household products, grain, oil and seasoning, dry goods, food materials, 3R food, confectionery, alcohol and beverages, jelly and pudding, healthy products, cookies and pastries, glazed fruits, puffed food, dried nuts and fruits, fish surimi, meat jerky, etc., which comprehensively demonstrated the vitality of the retail industry in China and abroad, and provided an in-depth exchange and discussion on cooperation for professional buyers and sellers. It provides an effective channel for professional buyers and sellers to have in-depth exchanges and discuss cooperation!

Find A Factory, Source A Product, Join PLF.

18th PRIVATE LABEL FAIR ASIA

E1 GENERAL MERCHANDISES

BEAUTY & PERSONAL CARE
HOUSEHOLD & GENERAL
MERCHANDISE

E2 FOOD MATERIALS

GRAIN· OILS· DRESSINGS & SEASONINGS
DRY GOODS
FRESH & PRODUCE
3R FOOD
FROZEN & REFRIGERATED

E3 CONFECTIONARY & BEVERAGE

SWEETS & CHOCOLATES
BEVERAGES
JELLY & PUDDING
HEALTHCARE

E4 BAKERY & COMPOTE

ASTRIES & COOKIES
GLAZED FRUITS
PUFFED SNACKS

E5 CUSTOMIZED PRODUCTS&DIRECT SOURCING

NATIONAL BRANDS
TOP FOR E-COMMERCE
NUTS & DRIED FRUITS
FISH SURIMI
MEAT JERKY



Nov



November, 17-19, 2024
Rosemont Convention Center
PLMA U.S. Private Label Trade Show

美洲-芝加哥
全球自有品牌产品美洲展

芝加哥 2024.11-17-19

May



May, 20-21, 2025
RAI Exhibition Centre, Amsterdam, NL
"World of Private Label"
International Trade Show

欧洲-阿姆斯特丹
全球自有品牌产品欧洲展

阿姆斯特丹 2025.05-20-21

Dec

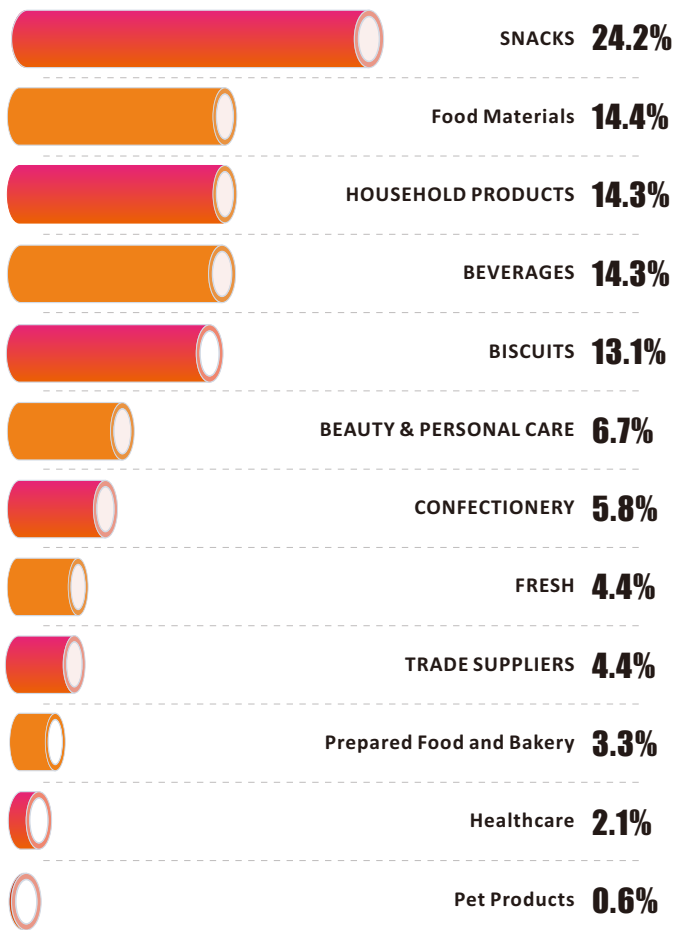


December, 05-07, 2024
Shanghai New International Expo Centerhall
Private Label Fair Asia

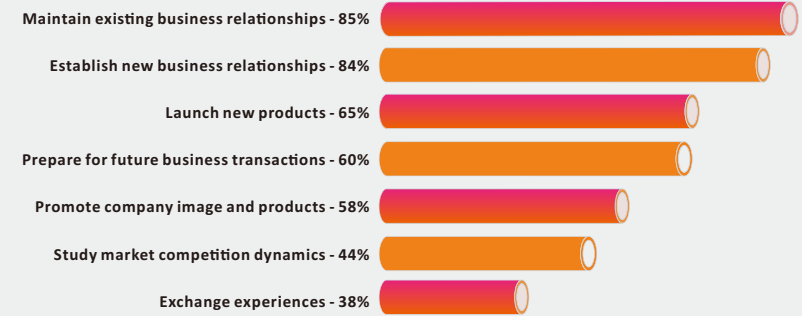
亚洲-上海
全球零售自有品牌产品亚洲展

上海 2024.12-05-07

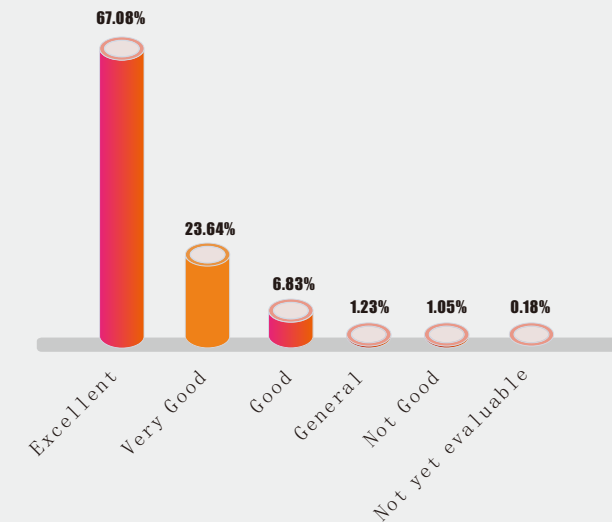
EXHIBITOR ANALYSIS



Purpose of Exhibiting



Visitor Satisfaction



Exhibitors Around the World

International exhibitors from 8 countries (Colombia, Pakistan, Germany, Vietnam, Thailand, Belgium, Russia, Poland) brought coffee, shaving products, household cleaning products, frozen food, health food, cookies and other products.



Voice from Exhibitors

This is the third time I've participated in the Private Label Fair, and every year is different. We are the first company in the dessert industry to create the "Frozen to Fresh" technology, and we have a complete supply chain and OEM for many famous retailers, so PLF is a perfect fit for us.

—Tu Chuan Hong, Manager of Southwest Region, Grain One Heart

Since the first generation founder, Mr. Shi Xiu Jiao, Minnan Aquatic has been deeply cultivating the aquatic industry for dozens of years. We have opened up the upstream and downstream of the industry chain, truly covering the whole industry chain from source fishing to surimi products, not falsely labeling any ingredients, and making products with conscience. We participate in Private Label Fair every year, where companies making products with conscience can be seen, and PLF is a great platform.

—Tang Bin, Director of Sales, Minnan Aquatic

Our main focus is on zero additives, using the "live meat" of the hind leg of the cow to ferment and develop flavor and then simulate natural wind drying. While maintaining the same flavor of traditional air-dried beef, we try to streamline the ingredient list and restore the taste given by nature. The PLF show greatly improves the efficiency of matchmaking. It is no exaggeration to say that it can save months of communication costs, and the effect far exceeds expectations.

—Wu Xue Zhi, Brand Manager, Monray

We have independent scientific research institutions and testing organizations, and we have gathered three types of production qualifications, consumer, cosmetic, and mechanical, so we will continue to increase our R&D investment and brand building efforts in the future, and launch more high value-added products and services with market competitiveness, so as to promote the culture of traditional Chinese herbs. The quality of customers negotiated and docked at the PLF was very high, and the trip to Shanghai was totally worthwhile.

—Xia Zhi Yuan, Director of Business Development, Dandong Xin Shi Dai Biotec Pharmaceuticals Co., Ltd

This is the first time for us to participate in Private Label Fair, which has brought us closer to the market and enhanced the communication between our peers, and we have gained a lot. We hope that we can change the stereotype of traditional meat products, "eat some good meat, eat good meat", "meat dare to be" has always dared to take responsibility.

Li Su Ping, Branding Partner, Rou Tech

The future trend in product development for Youchun is to emphasize low sugar and zero additives, with a focus on simplicity of ingredients in both prepared milk and yogurt. Private label allows for gross margin liberalization and product specialization, and is a must for many channel players and retailers.

—Chen Kai, Director of Sales, Youchun Dairy

This is my first time to attend Private Label Fair, and we will increase our research and development of adult care products in the future. We launched the first domestic removable daytime peace of mind pants for women, which were on display at the show. I am very optimistic about the development prospect of private label in China.

—Zhou Jia Hao, Managing Director, INSOFTB (CHINA) CO., LTD.

Private Label Fair is a window to learn from consumers and peers, and we communicate with everyone through this platform.

Hao Sheng Cai, Director of Sales of South Region, Danco

EXHIBITORS ANALYSIS

VISITORS

27,205

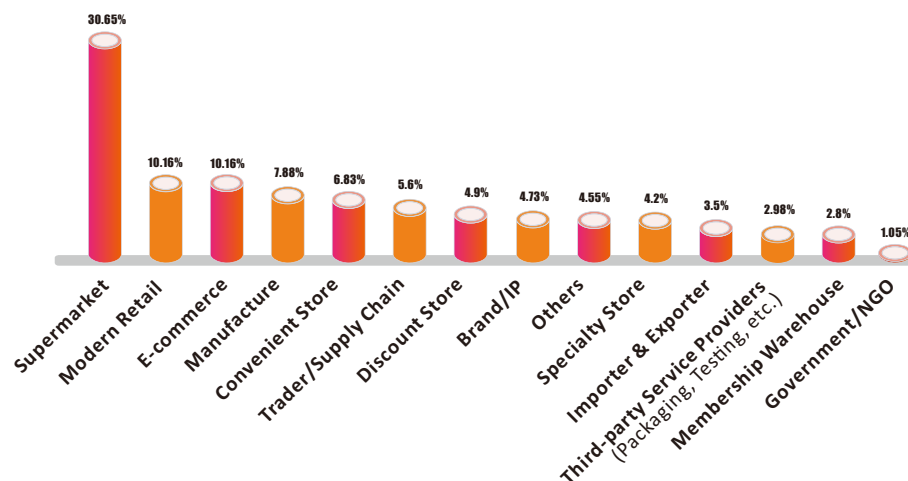
Voices from Retailers

Jingdong Club One through the PLF to contact more upstream merchants, to understand the cutting-edge technology, so that it can produce better goods to the member users, but also allows Club One in the selection of products more refined, in-depth to the source. In this way, some brand premiums can be eliminated, more profits to the user, recommend more quality and price of goods to the user.

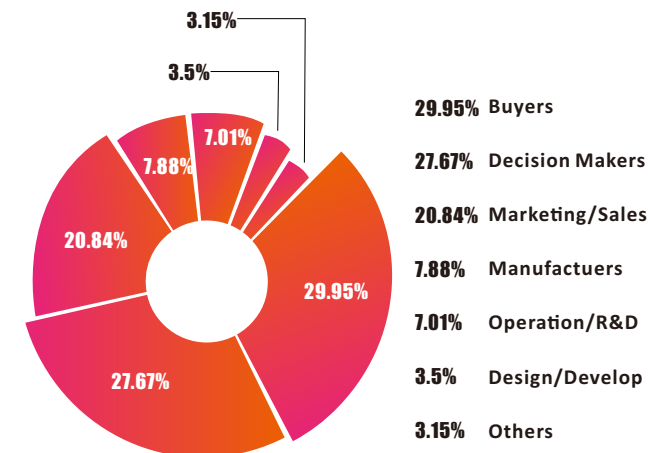


Xiang Wei
Beverage Merchandiser
JD Club One

INDUSTRIAL DISTRIBUTION



POSITION DISTRIBUTION



PLF

Zhang Yan Zhe
Director of Procurement
Xin Long Jia Supermarket



The Private Label Fair is a show we have always participated in, and we participate in the PLF Golden Star Awards every year. We meet more source factories through the Private Label Fair. In the process of developing our products, we have to solve some pain points of consumers. Currently, consumers are more concerned about the specification, quality and grade of raw materials, as well as food safety, processing, ingredients, additives and health. When we develop our own brands, we have to have constraints and requirements on additives and sugar and salt content.

The cooperation with Private Label Fair started in September this year and met many quality factories in Shenyang. Today, we met more source factories in more categories at the exhibition site, and the harvest was full of rewards! Liaoning Xinlongjia brings good goods with healthy value and high taste to customers in a timely manner, and can customize the goods according to customers' needs, including customization in specifications and taste, and this time we have already had preliminary communication with some factories.



Yang Bo
Senior Director of Commodity
Planning and Innovation Center
Ding Dong

Highlights of Retailers: JD Club One, Wumart Group, Pupu Market, LAWSON at PLF



Bringing Together Retailers From Around The World

International Brand



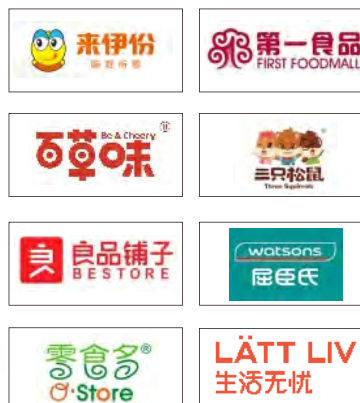
Top 100 in China



Convenient Store



Specialty Store



E-commerce



Modern Retail



CONCURRENT FORUM

12 THEME FORUMS

83 INDUSTRY EXPERTS

81 RETAIL COMPANIES

3800 ATTENDEES

PLF
第十七届全球零售自有品牌产品亚洲展
PRIVATE LABEL FAIR ASIA
2024 中国零售商品流通大会同期举办
CHINA RETAIL DISTRIBUTION CONFERENCE



陈立平

首都经济贸易大学
教授

零售革命迫切需要
中间流通组织的变革

嘉宾金句

PLF
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藤井隆太

株式会社龙典
代表取締役社长

扩大规模，不如
开展独一无二的事业

嘉宾金句

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神谷涉

玉川大学管理学院
国际管理系 教授

业绩良好的企业能够
通过原创商品实现差异化

嘉宾金句

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王刚

王牌创新创始人
OCM美国华源食品集团
董事长

助力中国品牌
打开美国市场！

嘉宾金句

China Retail Distribution Conference —Deepening the Supply Chain and Reshaping Commodity Power

In 2024, China's retail industry is undergoing a transformation, characterized by four main features: discount retail is developing in the process of exploration; instant retail is growing rapidly; local lifestyle services are expanding rapidly; and membership stores are gaining recognition from consumers and are experiencing rapid development. 2024 China Retail Distribution Conference was held under the theme of "Deepening the Supply Chain and Reshaping Commodity Power". the 2024 China Retail Distribution Conference invited industry representatives to share their views. The Circulation Conference is a representative of the high-profile meetings at PLF Expo. At the event, the guests' golden words came out frequently, and the audience expressed that they were enlightened and gained a lot from the event.

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CHINA RETAIL DISTRIBUTION CONFERENCE



田建忠

韩欧国际
董事长

商品力=商品×陈列能力×刺激能力
陈列是产品营销而不是促销

嘉宾金句

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车海燕

乐尔乐集团
副总裁

硬折扣经营模式是：
确定的东西是增长的方法论。
红利在消失的过程中，另一种红利在诞生。
越下沉的市场，利润表现越优秀。

嘉宾金句

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PRIVATE LABEL FAIR ASIA
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张正才

冯氏集团
中国区品牌运营总监兼品牌
执行副总裁

面料创新是时尚界
可持续发展的核心基础

嘉宾金句

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王小毅

浙江大学管理学院
教授、博导

3种AI智能体
足以适应全部营销工作

嘉宾金句

PLF Concurrent Activities

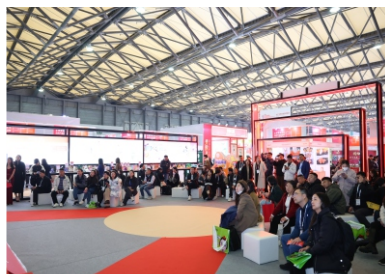
Retail Private Labeling and Supply Chain



Shaping the Future of Retail: The Path of Innovation and Sustainable Development for Private Brands



PLF Retailer New Product SHOW



2024 Fresh Food Course "Return to Common Sense"



PLF Outstanding Exhibitors Awards Ceremony



Global Premium Products Showcase



PLF Concurrent Activities

PLF Retailer New Products Showcase



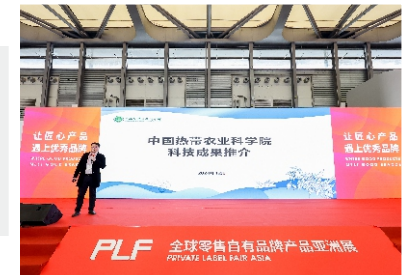
PLSC 3rd Session of 3rd General Meeting and the 3rd Session for 7th Council



Grow Your Profit- Rong Ma Hui Annual Meeting



New Product Launch Event of Zhongre Technology



Private Label Use "Good" Packaging to Sell "Good" Products



PLSC & Targi Kielce Strategy Partner Signing Ceremony



PLF Matchmaking

During the same period of the 17th PLF, the organizing committee organized five on-site matchmaking with nearly ten retail systems represented by Shenyang Xinlongjia, Zhongbai Warehouse, Aotel, Anhui Huiwang Supermarket, Rouwushe Discount Store, Xinhua Grid Shaking Sound Official Website, etc., and nearly ten retail systems represented by Qiwei Media, Sweet Home Preferred, Guangxi Aonuo Trade, Yibi Cloud Private Domain, Yanzhi Yanchuo, Le Jia Boutique Hui, Gega Grid, Ma'am's Home, i%OEGroup and others. Nearly two centuries of group-buying e-commerce systems participated in the event, including 7Media, Sweet Home Preferred, Yibee Cloud Private Domain, Yanxian, Lejia Boutique, Gejia Grid, Xiahe Goodies, Mom's Home and Giant Group, and successfully matched and docked with nearly 1,000 exhibitors on the site of the PLF.



The 8th PLF Golden Star Awards

The Challenge Awards were founded in 2008 by the retail industry in Europe, and were later introduced to the Chinese retail market by the organizing committee of the Private Label Fair Asia (PLF). Then, the organizing committee of PLF introduced it to the Chinese retail market and renamed it as "PLF's Golden Star Awards", and the first edition of Global Retail Self-Branded Products Asia - China Self-Brand Awards was named the "PLF Star Awards". The first "Golden Star Awards", was successfully held in 2017, and after the rapid growth of the previous editions, the "PLF Golden Star Awards" has gradually become a professional award event with distinctive characteristics and considerable influence in the domestic private brand industry. The Golden Star Awards have gradually become a professional selection event with distinctive and powerful characteristics in the domestic self-branding industry.

One of PLF's most important events
Founding history of **8** editions
Highly regarded by the whole industry

Selection of the Golden Star Awards (Product Category)
Private Label Excellence Product Awards:
76 (Food Sector)
Private Label Excellence Product Awards:
40 (Non-Food Sector)
Private Label Excellence Product Awards:
36 (Fresh Sector)

51

companies from across the country
compete for the Golden Star Awards

453

New Private Label Products
Participate in the Golden Star
Awards Competition

36

authoritative jury members
from industry experts, scholars,
media and consulting

**Selection of the Golden Star Awards
Event Category)**

Integrated Marketing Excellence Award: **10**
PB Team Excellence Award: **13**

**Selection of the Golden Star Awards
(Mythical Objects)**

Private Label Operator
Excellence Award: **12**



MEDIA COMMUNICATION

Wechat Official Account Exposure

100

Industry Media Exposure

233

Mass Media Exposure

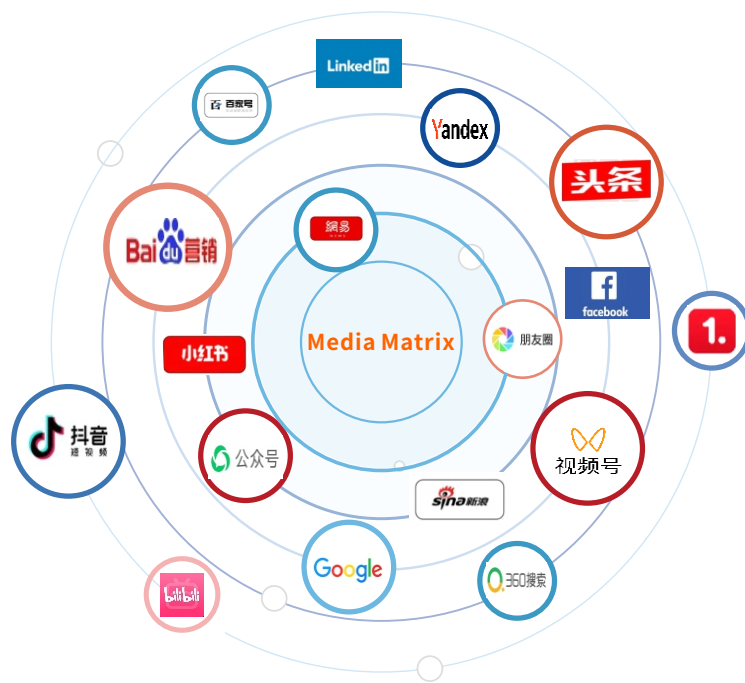
1,000

Douyin Exposure

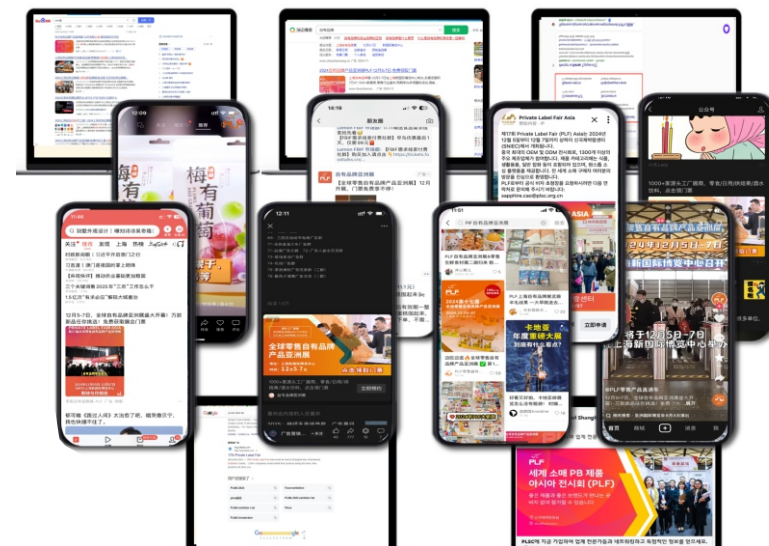
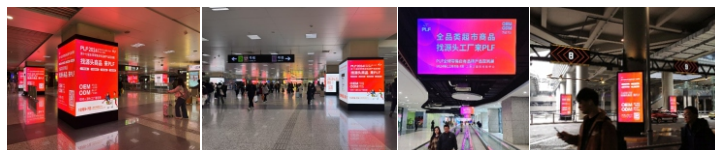
1,900

Video Account Exposure

1,121.58



Airport & High Speed Rail Outdoor Advertising



《China Private Label Development Report 2024-2025》



中国自有品牌发展 China Private Label Development Report 研究报告 2024-2025

- > Understanding Private Label Trends
- > Deep insight into buyer and factory behavior
- > Share the latest industry data
- > Investigate domestic and international private label product innovation insights



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11/18
/TUE/



11/20
/THU/



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