

ASIA'S PREMIER PLATFORM DRIVING PRIVATE LABEL BUSINESS



A Growing Market, New Opportunities



Shifting Consumer Demands

54% of APAC consumers are more likely to choose private-label products, driving strong market momentum.¹



Powered By E-Commerce

Private-label food and beverage sales are projected to grow at **6.64% CAGR**, fuelled by e-commerce.²



Asia's Manufacturing Edge

Asia's contract manufacturing strength makes it a **key hub** for **fast, scalable private-label production**.³

Why Exhibit at FHA 2027

FHA Private Label is a new dedicated spotlight at FHA 2027, designed to connect **retailers, procurement teams, manufacturers, distributors** and **exporters**.

4,300+

Senior Procurement,
Buying, Sourcing &
Product Development
Professionals*

1,700+

Senior Retail,
Supermarket, Grocery &
Convenience Store
Attendees*

1 in 5

Senior Import, Export,
Distribution & Wholesale
Attendees*

**Statistics are based on Food & Hospitality 2026 attendee data and are provided for reference.*



Products & Solutions to Showcase

- ✓ **Food & Beverage**
Beverages • Dairy • Dry Goods • Fresh • Frozen • Meat • Oils • Snacks • Seafood
- ✓ **Functional, Natural & Organic**
Functional • Natural • Organic • Probiotics • Protein
- ✓ **HoReCa & Hospitality**
Bakery • Coffee • Gelato • Hospitality Supplies • Tableware
- ✓ **Non-Food FMCG**
Beauty • Health • Household • Pet Care
- ✓ **White Label & Contract Manufacturing**
Ready-to-brand products, customised production and manufacturing solutions

Key Buyers & Industry Leaders You Can Expect to Meet



**CENTRAL
RETAIL**



Al Madina Hypermarket • BOGA Group • Carrefour Taiwan • Cheers • City Mart Holding • Cold Storage • DFI Retail Singapore • FairPrice Group • Giant • Jaya Grocer • KrisShop • Little Farms • MINISO Indonesia • NSK Trade City • Prime Supermarket • PT Akur Pratama / Yogya Group • PX Mart • RedMart • Sheng Siong • Shell Singapore • Supra Boga Lestari • WinCommerce and many more...

**The above is a non-exhaustive list of companies, shown in no particular order.*



SHOWCASE YOUR BRAND



Reserve Your Booth Now

Sources:

¹<https://nielseniq.com/global/en/news-center/2025/niq-apac-consumers-embrace-private-labels-while-name-brands-sustain-their-strength/>

²<https://retailasia.com/in-focus/private-labels-drive-8-global-fmcg-sales-growth>

³<https://www.foodnhotelasia.com/blog/fnb/private-label-co-manufacturing-in-apac/>

The information provided is accurate as of 12 Aug 2026 and is subjected to change without prior notice.

Organiser



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www.foodnhotelasia.com