



# BIOFACH JAPAN

into organic

**Tokyo, Japan**  
Tokyo Big Sight | West Halls

**September 26 - 28, 2025**

[biofach-japan.com](http://biofach-japan.com)

International patron



Organizer

The Asahi Shimbun

Co-Organizer

NÜRNBERG / MESSE

Co-located with



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BIOFACH JAPAN will be held again parallel to GOOD LIFE Fair at Tokyo Big Sight. GOOD LIFE Fair has a high reputation which is also reflected in the number of visitors and exhibitors – at the last edition, over 500 exhibitors and more than 40,000 visitors took part, about 20 % of them business traders. For the co-located BIOFACH JAPAN, about 100 exhibitors are expected for the upcoming edition.

With its long tradition – the first BIOFACH JAPAN took place in 2001 – BIOFACH JAPAN is very well established and known in Japan and the perfect complement to GOOD LIFE Fair. BIOFACH JAPAN is the ideal place for trade connections and making contacts as well as getting feedback directly from Japanese high income consumers.



## High competence in organisation and marketing

ASAHI Shimbun, one of the biggest newspapers in Japan, is the organizer of GOOD LIFE Fair and BIOFACH JAPAN. NürnbergMesse, one of the 15 largest exhibition companies in the world, is the co-organizer of BIOFACH JAPAN. With the experience, expertise and high media coverage of the two partners, wide-ranging attention for the trade fair duo is ensured in both the B2B and B2C sectors. We look forward to welcoming you at BIOFACH JAPAN.



### Products on display:

- Fresh food
- Frozen food
- Grocery products: Cooking and baking, snacks and sweets, others
- Drinks
- Raw materials, additives
- Natural & organic cosmetics
- Chemist articles
- Non-Food
- Technology and equipment
- Media and service providers

### Visitor profile:

- High income consumers
- Wholesaler and retailer
- Importer and exporter
- Shopping malls
- Big scale supermarkets
- Department stores
- Manufacturer and farm direct dealers
- Boutique retailers, organic shops
- E-commerce
- Hospitality, catering and restaurants
- Community and enterprise procurement
- Investors
- Media and press

## Japan's organic market: Significant potential for further growth



The market size of the Japanese organic food market is steadily growing. The Ministry of Agriculture, Forestry and Fisheries published in September 2024 that the estimated size of the national organic food market was 224 billion Yen in 2022, representing a compound annual growth rate (CAGR) of 4% between 2017 and 2022. Japan's low share of arable land leads to high demand for imported organic food and beverages.

More and more Japanese consumers are re-thinking their lifestyles in relation to Japan's Sustainable Development Goals by integrating environmentally friendly and sustainable goods into their lifestyles. This may have been largely triggered by the G20 Summit in Osaka 2019. Awareness of organic as a concept is on the rise and international organic products are considered to be of premium quality. More than 32% of the Japanese consumers use at least once a week organic food. This figure has almost doubled in the past 5 years.

### 5 reasons for exhibiting

#### High awareness

Japanese consumers do have a strong desire for food and beverages that should be as natural and unharmed as possible. Organic certifications are recognised as a mark of safety and trust among consumers. And also beauty and personal care brands are gravitating towards incorporating more naturally-sourced, organic certified ingredients, signifying a diversification of Japan's organic market.

#### Qualified audience

As an exhibitor at BIOFACH JAPAN you are able to meet high income consumers as well as qualified Japanese traders, wholesalers, retailers, food service buyers and leading associations from the organic industry. Positive impulses are expected as more and more supermarket chains are getting into the organic trade. Also the rising organic e-commerce is facilitating the distribution of organic food all over the country.

#### Unique opportunity

BIOFACH World is the world's largest network for the organic movement, with a long tradition in Japan. Benefit from a strong brand which has a longtime experience in the organic food and cosmetics industry.

#### High imports

The lack of domestic supply is a challenge for Japan. As a result, there are great sales opportunities for organic products from international overseas suppliers. Japanese consumers value international organic products to be of premium quality.

#### The place to be

Japan and its organic market are expected to have further enormous growth. Boosted by an increase in awareness of the consumers in regard of organic food and increasing presence of foreign tourists in the country, as well as by the launch of the "Organic Village" project in 100 cities and towns by the Ministry of Agriculture, Forestry and Fisheries (MAFF) aims to stimulate the growth of the organic share to 25% by 2050.

## At a Glance

### BIOFACH JAPAN

Your gateway to the Japanese Organic Food Market

#### Date & Venue

September 26–28, 2025  
Tokyo Big Sight  
West Halls

#### Opening Hours

Friday: 10:00 – 18:00  
Saturday: 10:00 – 17:00  
Sunday: 10:00 – 17:00

#### Japan

125 million inhabitants | GDP per capita: 33,849 USD | excellent infrastructure

#### Tokyo

37 million inhabitants in the major metropolitan area | 2 international airports

#### Tokyo Big Sight

Largest international exhibition center in Japan | only 3 minutes walk from Tokyo Big Sight Station | engaged in various CSR activities | wide offer of restaurants & shops | free Wi-Fi



#### Contact for international companies:

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# BIOFACH

into organic

Join the world's leading trade show network for organic products!



#### BIOFACH

World's Leading Trade Fair for Organic Food  
Nürnberg, Germany  
February 10–13, 2026  
[biofach.com](https://biofach.com)

#### BIOFACH AMERICA

Atlanta, Georgia, USA  
June 2-4, 2025  
[biofach-america.com](https://biofach-america.com)

#### BIOFACH AMERICA LATINA

– BIO BRAZIL FAIR  
São Paulo, Brazil  
June 11–14, 2025  
[biofach-americalatina.com](https://biofach-americalatina.com)

#### BIOFACH CHINA

Shanghai, China  
June 11–13, 2025  
[biofach-china.com](https://biofach-china.com)

#### BIOFACH INDIA

Delhi-NCR, India  
Autumn 2025  
[biofach-india.com](https://biofach-india.com)

#### BIOFACH JAPAN

Tokyo, Japan  
September 26–28, 2025  
[biofach-japan.com](https://biofach-japan.com)

#### BIOFACH SAUDI ARABIA

Riyadh, Saudi Arabia  
November 10–12, 2025  
[biofach-saudi-arabia.com](https://biofach-saudi-arabia.com)