

Alibaba's Freshippo launches private label at North American supermarkets

14 June 2024 | News

Freshippo plans to launch its products in Australia, Singapore and South Korea within the year



Freshippo plans to launch its products in Australia, Singapore and South Korea within the year

Alibaba Group's high-tech grocery chain Freshippo is now offering its private label products at 99 Ranch Market, the largest Chinese supermarket chain in the U.S., and online through Asian goods retailer Yamibuy. This marks the first time a domestic Chinese grocery store has exported its self-branded products overseas at such a large scale.

The launch is significant for both the business and consumers, as it will make it easier for shoppers to recreate their favourite Chinese dishes at home by offering pre-mixed spice blends and sauces instead of individual ingredients.

Yanni Xu, the Export Manager of International Business at Freshippo, highlighted that Freshippo's compound seasonings can help Chinese people living overseas prepare complex Chinese dishes more easily. These products, which include noodles, snacks, condiments, and spices, are now available to North American consumers, bringing a taste of home to many.

Early data indicates that Freshippo is satisfying customers' appetites. In its first week on Yamibuy, Freshippo's private-label products ranked at the top of new product lists on both coasts of the U.S. This marks just the beginning of Freshippo's international expansion.

The company, which currently operates over 360 stores in 28 Chinese cities, has plans to introduce its private-label products in Australia, Singapore, South Korea, and other countries this year.