



The Global Language of Business

# GS1 US Industry Initiatives 2025 Year in Review

2025 has seen economic uncertainty, shifting market dynamics, and rising customer expectations, yet our GS1 US® member companies demonstrated remarkable resilience. These challenges underscored the critical importance of building robust, adaptable supply chains, and our community rose to meet the moment.

Member companies leaned into innovation—leveraging technologies like 2D barcodes and RAIN Radio Frequency Identification (RFID)—to unlock deeper supply chain visibility. This visibility remains essential for effective inventory management, traceability, and sustainability, enabling organizations to respond swiftly to market changes and maintain operational continuity.

This past year we also celebrated major advocacy wins, including national press coverage that amplified the importance of GS1 Standards across industries. From food safety and healthcare traceability to retail modernization, our collective voice resonated, driving awareness and reinforcing the value of global standards.

Additionally, GS1 US completed a comprehensive research initiative—Powering Supply Chain Confidence—which revealed that companies are increasingly prioritizing supply chain visibility to meet regulatory demands, improve operational efficiency, and build trust with consumers. The Recall Trends Survey, Consumers Are Watching. Can Supply Chains Deliver? further emphasized the urgency of transparency and responsiveness, spotlighting consumer expectations as a key driver of industry transformation. In response, GS1 US is launching new discussion groups to foster collaboration and shared learning—laying the groundwork for deeper engagement and progress in 2026.

As we reflect on 2025, our collective achievements span across our four key industry initiatives: apparel/general merchandise, foodservice, healthcare, and retail grocery. The most critical areas of focus include:

- Applying GS1 Standards to meet trading partner requirements across “find, buy, trace, fulfill, and reuse”
- Supporting regulatory compliance through a strategic investment in GS1 Standards
- Sharing industry-developed best practices and knowledge
- Enhancing awareness and adoption of GS1 Standards for visibility, traceability, and sustainability
- Building confidence in the quality of data associated with GS1 Standards

Advancing global standards at scale remains central to our mission—reducing friction for both supply- and demand-side organizations. Here's what we've achieved together and what lies ahead.



## Cross Industry Insights

- ✓ **Hosted thought-provoking webinars with industry leaders:**
  - [How McKesson and Target Are Electrifying Their Supply Chains](#)
  - [The Road to 2D: Implementation Guidance for Brands and Retailers](#)
- ✓ **Gained national coverage with top news outlets:**
  - GS1 US was featured in top-tier outlets including Forbes, CBS News (70+ markets), LiveNOW from FOX, BBC and Scripps, spotlighting our leadership in supply chain innovation, traceability, and the future of product identification.
- ✓ **Produced a series of advocacy videos with key partners and industry players, including:**
  - [Better-For-You Brand Takes Future-Forward Approach to GS1 Company Prefix Capacity](#)
  - [Hanesbrands Powers Sustainability and Transparency with 2D Barcodes](#)
  - [How Walmart is Leveraging GS1 Standards to Elevate Food Safety](#)
- ✓ **Partnered with media brands Inc., Fast Company, Supply Chain Dive, and others to drive awareness, build relevancy of GS1 Standards, and contribute to initiative members' success through thought leadership:**
  - Fast Company: [The sweet secret to satisfaction: Trusted product data](#)
  - Fast Company: [What the U.S. FDA's updated rules mean for securing America's food chain—and how they affect you](#)
  - Fast Company: [Powering sustainable supply chains](#)
  - Fast Company: [Future-proofing supply chains](#)
  - Fast Company: [Transforming retail supply chains: Carter's RFID journey](#)
  - Inc.: [How This Founder Turned an Operational Mistake Into a Growth Opportunity](#)
  - Inc.: [Changing the Code: The Evolution of Sales' Ubiquitous Tool](#)
  - Inc.: [Better-For-You Brand's Barcoding Advice](#)
  - Supply Chain Dive: [Regulatory readiness: How traceability overcomes uncertainty](#)
  - Supply Chain Dive: [Ensuring safety and quality: a case study in improving food deliveries](#)
  - Food Dive: [How to stay nimble through constant change? Traceability and good data](#)
  - Food Dive: [Dream team assemble: Working together to comply with FSMA Rule 204](#)
  - Grocery Dive: [Cracking the code of on-shelf availability](#)
  - Restaurant Dive: [Satisfying demanding diners: How global standards deliver trust on the plate](#)
- ✓ Released [Powering Supply Chain Confidence](#) research report based on a survey of 500+ supply chain professionals, uncovering strategies for building agility, resilience, and managing disruptions.
- ✓ Released [Advancing Logistics Operations Through Intelligent Data Capture](#) research report with VDC Research, highlighting how intelligent data capture and GS1 Standards are transforming warehouse operations through automation, traceability, and improved inventory accuracy.
- ✓ In collaboration with MIT Technology Review Insights, GS1 US has released [a new paper](#) that explores how 2D barcodes are transforming the way brands connect with consumers and manage supply chains.

## GS1 CONNECT 2025 SESSION HIGHLIGHTS

GS1 Connect 2025 showcased the power of collaboration and innovation through dynamic sessions and industry-led insights. A standout feature was the Beyond the Barcode exhibit, which offered attendees an immersive experience into how GS1 Standards power real-world applications—from traceability and sustainability to consumer engagement. Noteworthy sessions from each industry track include:

### Cross-Industry

- Regulatory Remix: Global Insights for Advancing Transparency and Sustainability
- Actionable Artificial Intelligence

### Apparel and General Merchandise

- From Farm to Fashion: Achieving End-to-End Traceability in Fragmented Supply Chains
- Getting Started With RFID: Learnings From Brands and Retailers
- From Weeks to Seconds: Revolutionizing Sustainability Certification Sharing

### Foodservice

- A New Era for Rapid and Precise Product Recall Management
- Food Distributors' "Songbook" and Best Practices for FSMA Rule 204
- Fine-Tuning the Melodies of Traceability With 2D Barcodes

### Healthcare

- Amping-Up Pharmaceutical Interoperability for Clinicians
- The State of DSCSA: Where We Are, Where We Need to Go
- Surging Forward With Digital Labeling in Healthcare

### Retail Grocery

- Data Quality Hot Potato: Who Owns the Data?
- Orchestrating Safety: Global Retailer Partners With Suppliers for FSMA Rule 204
- Collaborating to Make 2D Barcodes Beep at Grocery Point-of-Sale

- ✓ 2025 marked the launch of three new collaborative workgroups: FSMA 204 for Operators, FSMA 204 Distributor Subgroup, and the Cross-Industry EPR Workgroup—further strengthening industry alignment and regulatory readiness.
- ✓ 2025 marked a major milestone for the Next Level Supply Chain with GS1 US podcast, which produced **23 episodes** this year and **officially reached its 100th episode!**
- ✓ With growing influence across the industry, the podcast is currently **ranked 8th** on [FeedSpot's 60 Best Supply Chain Podcasts](#)—a testament to its relevance, reach, and thought leadership.

Building on our commitment to innovation and accessibility, GS1 US introduced [Ask Apparel](#)—a new AI-powered assistant designed to help users quickly navigate the AGM guidelines and related standards. This pioneering chatbot concept represents a scalable solution with cross-industry potential, offering a modern way to engage with GS1 Standards and access best practices in real time.

As we look ahead, tools like Ask Apparel exemplify how GS1 US continues to collaborate with industry leaders to drive innovation, enhance standards adoption, and build more efficient, interoperable supply chains.

## Foodservice GS1 US Standards Initiative ▶

### INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - IFDA Partners Executive Forum
  - GreenBiz 2025
  - WFF Leadership Conference
  - NACS Food Safety Forum
  - Dot Foods Innovation Conference
  - IFMA - Chain Operators EXchange
  - ACI's 9th Annual Advanced Summit on Food Law Regulation, Compliance, and Litigation
  - RFID Journal LIVE!
  - Food Safety Summit
  - SFA Summer Fancy Food Show
  - IFDA SMart Conference
  - IFPA Foodservice Conference
  - North America Food Safety & Quality Summit
  - New York Climate Week
  - IFDA Distribution Solutions Conference
  - CSCMP EDGE Conference
  - NACS Show 2025
  - IFMA Presidents Conference
  - 1871 Tech For Good Summit
- Enhanced awareness through media coverage with 823 stories and mentions on topics focusing on food recalls, FSMA Rule 204, food safety, food traceability, QR Codes powered by GS1, Sunrise 2027, product information transparency, tariffs and supply chain visibility/resilience featured in outlets including Forbes, CBS News (more than 120 segments), Scripps (more than 60 segments), CBS Radio (more than 130 segments), Food & Wine, Yahoo! News, BBC, Food Safety News, Food Safety Magazine, The Packer, Modern Restaurant Management, and more.
- GS1 US traceability experts hosted 12 Preparing for FSMA Rule 204: Hands-On Workshops. These sessions addressed challenges in participants' implementation journeys and provided insights on tracing tomatoes from farm to fork, sharing traceability information with trading partners and regulators.
- Nine leading food industry organizations united to launch the Food Industry FSMA 204 Collaboration, a unified effort to raise awareness and support compliance with the U.S. Food and Drug Administration's (U.S. FDA's) Food Traceability Rule. As part of this initiative, GS1 US co-produced the [Focus on FSMA™ webinar series](#), delivering seven educational webinars to help industry stakeholders understand FSMA Rule 204 requirements and implement effective traceability solutions.

### FSMA RULE 204 REGULATORY REQUIREMENTS

To help industry prepare for FSMA Rule 204 requirements, the Joint Industry FSMA 204 Workgroup, including a new operator and distributor subgroup, met throughout the year to discuss how to help industry meet requirements and produce content, including:



- [Are You Ready to Meet FSMA Rule 204 Requirements? webpage](#)
- [Quick Start Guide: TLC & TLC Source for FSMA Rule 204](#)
- [Best Practice Guide: Using GLNs for FSMA Rule 204](#)
- [Best Practice Guide: 3 Steps to Use GDSN for FSMA Rule 204](#)
- [GS1 US Best Practice Guide: 4 Steps to FSMA Rule 204](#)
- [GS1 US EPCIS Recommendations for FSMA 204 Critical Tracking Events \(updated\)](#)
- [Retail Grocery and Foodservice Application of GS1 System of Standards to Support FSMA 204 \(updated\)](#)
- [North American Industry Guidance for Standard Case Code Labeling \(updated\)](#)
- [GS1 US Spreadsheet Recommendations for FSMA Rule 204 Addendum \(new\)](#)
- [5 Lessons From the Wegmans and Sysco FSMA Rule 204 Pilots](#)
- [Recall Trends Survey: Consumers Are Watching. Can Supply Chains Deliver?](#)

### SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES

- [U.S. FDA Action on Synthetic Dyes: What You Need to Know](#)
- [Preparing for State SNAP Food Restriction Waiver Requirements](#)
- [The Power of Trusted Data: Unlocking Excellence with Insights from Target](#)
- [GS1 US Foodservice Recommended GDSN Trade Item Attribution \(updated\)](#)

## GS1 Healthcare US Initiative ▶

### INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - GreenBiz 2025
  - GS1 Global Forum
  - 2025 HSCA National Pharmacy Forum
  - HDA 2025 Distribution Management Conference and Expo
  - ACHE 2025 Congress
  - Global Pharma Supply Chain & Logistics Forum
  - IDN Summit & Reverse Expo
  - RFID Journal LIVE!
  - Digital Health 2025
  - SMI Spring Conference
  - AHRMM25 Conference & Exhibition
  - HDA Traceability Seminar
  - IQVIA
  - 16th Pharma Anti-Counterfeiting, Serialization & Supply Chain 2025
  - New York Climate Week
  - RAIN in Action
  - SMI Fall Forum
  - 40th GS1 Healthcare Global Conference
  - AHRMM UDI Forum
  - 1871 Tech For Good Summit
  - Combination Products Summit
- Enhanced awareness through media coverage with 470 stories and mentions on topics focusing on DSCSA, Google/GS1 Collaboration, QR Codes powered by GS1, tariffs, VDC Research, 2025 Barcode Assessment, supply chain visibility/resilience, RFID in healthcare and data quality featured in outlets including Scripps (more than 60 segments), CBS Radio (more than 130 segments), Healthcare IT News, Contract Pharma, Pharma Manufacturing, Healthcare Packaging, Pharmaceutical Commerce, and more.



### ENABLING SUPPLY CHAIN VISIBILITY AND MEETING REGULATORY REQUIREMENTS

- [Applying GS1 Standards for DSCSA and Traceability – Addendum: Diagrams and XML Examples for Serialized Item-Level Exception Handling \(updated\)](#)
- [Your Connection to Location and Product Identifiers to Help Meet Regulatory Requirements](#)
- [Erratum for GS1 US Implementation Guideline: Applying the GS1 Lightweight Messaging Standard for DSCSA Verification of Product Identifiers Release 1.3.1 \(updated\)](#)
- [GS1 US Best Practice Guidance for 340B Transactions and Drop Shipments \(new\)](#)
- [The Power of Trusted Data: Unlocking Excellence with Insights from Target](#)



## GS1 US Retail Grocery Initiative ▶

### INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - FMI Midwinter
  - GreenBiz 2025
  - National Grocers Association
  - FMI - SQF
  - NACS Food Safety Forum
  - ACI's 9th Annual Advanced Summit on Food Law Regulation, Compliance, and Litigation
  - Food Safety Summit
  - SFA Summer Fancy Food Show
  - North American Food Safety & Quality Summit
  - FMI Supply Chain Summit
  - New York Climate Week
  - FMI Supply Chain Forum
  - Groceryshop
  - CSCMP EDGE Conference
  - NACS Show 2025
  - IFPA Global Produce & Floral Show
  - Association for Coupons & Promotions
- Enhanced awareness through media coverage with 823 stories and mentions on topics focusing on food recalls, food label education, FSMA Rule 204, food safety, food traceability, QR Codes powered by GS1, Sunrise 2027, product information transparency, tariffs and supply chain visibility/resilience featured in outlets including Forbes, CBS News (more than 120 segments), CBS Radio (more than 130 segments), Scripps (more than 60 segments), Yahoo! News, BBC, Food Safety News, Food & Wine, Food Safety Magazine, The Packer, Supermarket Perimeter, Progressive Grocer, Quality Assurance & Food Safety, Baking Business, and more.
- GS1 US traceability experts hosted 12 Preparing for FSMA Rule 204: Hands-On Workshops. These sessions addressed challenges in participants' implementation journeys and provided insights on tracing tomatoes from farm to fork, sharing traceability information with trading partners and regulators.
- Nine Leading food industry organizations united to launch the Food Industry FSMA 204 Collaboration, a unified effort to raise awareness and support compliance with the U.S. FDA's Food Traceability Rule. As part of this initiative, GS1 US co-produced the [Focus on FSMA™ webinar series](#), delivering seven educational webinars to help industry stakeholders understand FSMA Rule 204 requirements and implement effective traceability solutions.

### FSMA RULE 204 REGULATORY REQUIREMENTS

To help industry prepare for FSMA Rule 204 requirements, the Joint Industry FSMA 204 Workgroup, including the retailer subgroup, met throughout the year to discuss how to help industry meet requirements and produce content, including:

- [Are You Ready to Meet FSMA Rule 204 Requirements?](#) webpage



- [Quick Start Guide: TLC & TLC Source for FSMA Rule 204](#)
- [Best Practice Guide: Using GLNs for FSMA Rule 204](#)
- [Best Practice Guide: 3 Steps to Use GDSN for FSMA Rule 204](#)
- [GS1 US Best Practice Guide: 4 Steps to FSMA Rule 204](#)
- [GS1 US EPCIS Recommendations for FSMA 204 Critical Tracking Events](#) (updated)
- [Retail Grocery and Foodservice Application of GS1 System of Standards to Support FSMA 204](#) (updated)
- [North American Industry Guidance for Standard Case Code Labeling](#) (updated)
- [GS1 US Spreadsheet Recommendations for FSMA Rule 204 Addendum](#) (new)
- [5 Lessons From the Wegmans and Sysco FSMA Rule 204 Pilots](#)
- [Recall Trends Survey: Consumers Are Watching. Can Supply Chains Deliver?](#)

### SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES

- [U.S. FDA Action on Synthetic Dyes: What You Need to Know](#)
- [Preparing for State SNAP Food Restriction Waiver Requirements](#)
- [The Power of Trusted Data: Unlocking Excellence with Insights from Target](#)

## GS1 US Apparel and General Merchandise Initiative ►

### INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - NRF Retail's Big Show 2025
  - GreenBiz 2025 Retail Supply Chain Conference
  - Global Footwear and Apparel Traceability Summit #2
  - Loren Data Webinar
  - Shoptalk 2025
  - Auburn RFID Lab 20 Year Anniversary Celebration and Supplier Summit
  - Dillard's New Vendor Conference
  - RFID Journal LIVE!
  - Amazon RAVE Warehouse Walkthrough
  - AAFA Traceability & Sustainability Conference
  - CosmoProf
  - New York Climate Week
  - RAIN in Action
  - Webinar: Unlocking Retail's Future with AIDC-Driven Smart Operations
  - RVCF
  - Independent Beauty Association Cosmetics Convergence
- Enhanced awareness through media coverage with 590 stories and mentions on topics focusing on inventory management, RFID adoption, EPR, claims compliance, TDS 2.3, QR Codes powered by GS1, Sunrise 2027, tariffs, Redpoint Research, VDC Research, CORCA, and product information featured in outlets including Forbes, Scripps (more than 60 segments), CBS Radio (more than 130 segments), Supply Chain Xchange, Conversations on Retail Podcast, Supply Chain Brain, LIVENow from FOX, Packaging World, Inbound Logistics, and more.



### ENABLING SUPPLY CHAIN AND INVENTORY VISIBILITY

- [The Power of Trusted Data: Unlocking Excellence with Insights from Target](#)
- [Bill of Lading Guideline](#) (updated)
- [Best Practices for Exchanging Product Images and Attributes \(PIDA\)](#) (updated)
- [Ask Apparel](#) chatbot to support adoption of PIDA guideline

Learn more about our industries below and view the list of our initiative member companies:



**Foodservice ►**



**Retail Grocery ►**



**Healthcare ►**



**Apparel and General Merchandise ►**

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