The Daily Star
DHAKA THURSDAY OCTOBER 29, 2026
KARTIK 13, 1433 BS
SUPPLEMENT S2

SHIFTING shelves



MINISO in Bangladesh:

Bringing the world's lifestyle home

On a weekend afternoon at a MINISO store in Dhaka, a university student searches for a Naruto keychain, a father chooses a plush toy for his daughter, and a young couple picks out travel accessories. Nearby, friends explore beauty products while a teenager photographs an official FIFA World Cup scarf.

Founded in 2013 by entrepreneur Ye Guofu in Guangzhou, China, MINISO was built on a simple idea: everyday products should combine thoughtful design, dependable quality and fair prices. Today, it operates more than 8,500 stores across 112 countries and regions, guided by its philosophy, "Life is for Fun".

Its range spans gifting, travel accessories, electronics, perfumes, skincare, cosmetics and home essentials, bringing global lifestyle trends into everyday Bangladeshi routines.



GLOBAL POP CULTURE, NOW AT HOME

Intellectual property collaborations have become central to MINISO's appeal. The brand partners with more than 150 global licensors, introduces over 10,000 new products annually and has sold more than 800 million licensed products worldwide.

From a single storefront in Banani to more than 32 outlets across six cities, the global lifestyle brand has brought international trends and pop culture closer to Bangladeshi shoppers.

In Bangladesh, Harry Potter and Sanrio collections arrived in 2024. This year, MINISO Bangladesh became the country's only retailer offering officially licensed FIFA World Cup 2026 merchandise, including collectible trophies, pins, scarves, mugs and tote bags. National football captain Jamal Bhuyan visited to see the collection first-hand.

Its growing roster includes Star Wars, Formula 1, Naruto, One Piece and Pingu. This December, the official collection for Marvel's Avengers: Doomsday is scheduled to arrive alongside its worldwide release.

FROM BANANI TO SIX CITIES

MINISO Bangladesh began its journey in 2017 with the aim of making global trends and lifestyle products accessible to local consumers.

"When we opened our first store in Banani, many people asked whether Bangladesh was ready for a concept like this," said Shah Rayeed Chowdhury, director of MINISO Bangladesh. "Our customers answered that question for us."

The brand has since expanded to more than 32 stores across six major cities, including Dhaka, Chattogram, Sylhet, Khulna and Bogura. Chattogram has emerged as its second hub, with further expansion planned.

RECOGNITION AND THE ROAD AHEAD

In January 2025, MINISO Bangladesh's Gulshan 2 store was named among the Top 100 MINISO stores worldwide at the company's annual global event in Guangzhou. The Bangladesh operation also received recognition for its brand culture across stores, office and warehouse.

In 2026, MINISO Bangladesh won Best Retailer and Best In-Store Design at the Retail Congress Awards.

Globally, the company is pursuing deeper IP collaborations and larger, more immersive stores. In Bangladesh, bigger flagship outlets, themed launches and expansion into new cities are shaping its next chapter.



Bridging the gap between farms and markets

SHAMEEM AHMED JAIGIRDER, CEO, MEENA BAZAR

Shameem Ahmed Jaigirder, Chief Executive Officer (CEO) of Meena Bazar, Meena Sweets & Gemcon Agro, talked to The Daily Star about the "Back to Root" initiative, its efforts to connect farmers with organised retail, ensure food quality and build a more efficient farm-to-market supply chain.

THE DAILY STAR (TDS): What gap in Bangladesh's farm-to-market system was "Back to Root" designed to address?

Shameem Ahmed Jaigirder (SAJ): Many farmers struggle to access reliable markets and receive fair returns, while consumers face challenges with freshness, consistency and pricing. Back to Root aims to connect farmers directly with organised retail, reduce unnecessary intermediaries and make quality produce available at competitive prices.

TDS: How does the initiative work in practice?

SAJ: We identify suitable farmers and producers, coordinate sourcing with retail demand, conduct quality checks and deliver produce to our outlets. We aim to improve forecasting, handling and collection to reduce waste and ensure a more reliable market for producers.

TDS: How many farmers are connected, and what share of fresh produce comes directly from them?

SAJ: We are building relationships with farmers and agricultural producers across different sourcing areas. Our priority is to develop a structured network that provides reliable market access while increasing direct sourcing as a share of our fresh produce procurement.

TDS: How do you ensure food safety and quality, particularly through GAP?

SAJ: Good Agricultural Practices (GAP) promote responsible use of agricultural inputs, safe water, proper hygiene and careful post-harvest handling. We focus on selecting suitable producers, checking quality and improving handling, with a long-term goal of strengthening traceability and responsible production.

TDS: What measurable benefits has direct sourcing delivered for farmers and consumers?

SAJ: We aim to provide farmers with reliable market access and consumers with fresher products at competitive prices. Better coordination can reduce intermediaries and waste, but the real benefit depends on improving the supply chain and sharing the value created fairly.

TDS: How do you manage seasonal supply fluctuations and minimise waste?

SAJ: We aim to align procurement with seasonal availability and store demand through better forecasting, transportation, storage and distribution. Stronger links with farming communities and improved post-harvest handling can also help reduce losses.

TDS: Does the initiative include small growers, rooftop gardeners or technology-enabled farms?

SAJ: Our vision is to include different producers, from small-scale and rural growers to technology-enabled and urban farms, provided they meet our quality standards. Better collection and market linkages can help smaller producers access organised retail.

TDS: How do you plan to scale up the initiative?

SAJ: We plan to expand our producer network, strengthen sourcing relationships and improve logistics, quality control and demand forecasting. Collaboration with agricultural experts and relevant institutions will also support our goal of building a more reliable, efficient and inclusive food supply chain.



