



GS1 Vision & Strategy

View online at www.gs1.org/strategy

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What is GS1?

GS1 is a neutral, not-for-profit standards organisation that helps companies do business across the world.

Developing standards for **over 2 million** companies worldwide

25 industries served across
150 countries

Over **1 billion products**
carry the GS1 barcode

Barcodes scanned more than
10 billion times a day globally

120 Member Organisations
representing GS1 around the world

Purpose and mission

GS1 believes in the power of standards to transform the way we work and live.



We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets.

We enable visibility through the exchange of authentic data.

We empower business to grow and to improve efficiency, safety, security and sustainability.

We are:

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative

**Globally unique
identification**

Products
Locations
Shipments
Assets

**Powering trust in data
through standards,
services and solutions**

Barcodes
EPC/RFID

**Advanced
data carriers**

**Data sharing
standards & services**

Verification
Traceability
Sustainability

Core competencies

Industry-led global standards development

Define and manage user-driven harmonised standards and solutions that are scalable, interoperable, easy to implement and capable of addressing evolving business, regulatory and digital needs globally.

Trusted identification and data exchange

Enable trusted identification and seamless data exchange by providing globally unique identifiers, standards and frameworks for products, services, assets and locations—powering secure, automated and data-driven ecosystems and forming a critical foundation for trust and interoperability in an AI-driven world.

Global and local reach

Scale impact through a federated global-local network of GS1 Member Organisations that combine globally harmonised standards with strong local engagement, enabling adoption and delivering value across industries and markets.

Collaborative communication and engagement

Bring industry stakeholders together to move business forward, fostering a collaborative platform to develop standards-based solutions and address the challenges of data exchange.

Providing a collaborative platform for our constituencies

- Consumers
- Patients
- Companies of all sizes
- Governments and regulators
- Industry associations
- Solution providers
- Standards bodies
- Communities/Cultures where we operate
- Our people



Organisation and roles



Global values



**Inspirational
leadership**



**Passion for
delivering results**



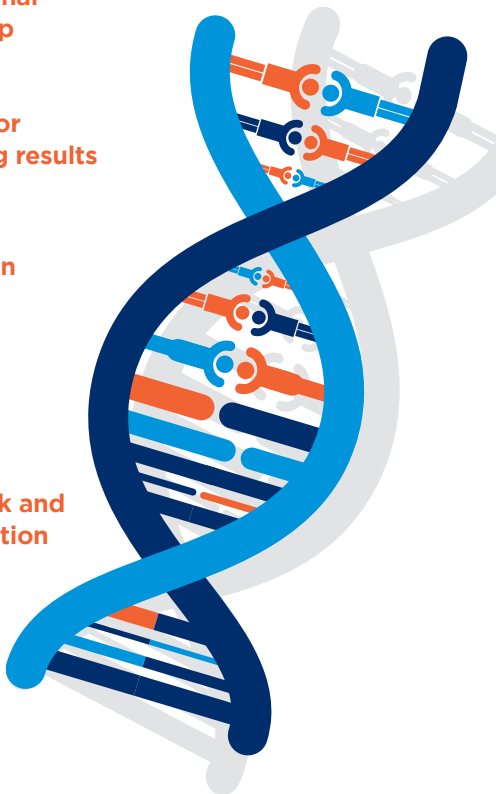
Innovation



**Trust and
integrity**



**Teamwork and
collaboration**





GS1 Vision 2030

Powering trust in data for everyone everywhere

Unique strategic benefits

Trusted data

Innovative standards and services to enhance trusted identification and trusted data

Collaboration

Collaboration platform to inspire common solutions by and for industry and society

Interoperability

Interoperability across industries, stakeholders and geographies

Objective

Accelerating business value creation for the industries we serve

Retail & Marketplaces



Daily Goods



Durable Goods



Marketplaces

Healthcare



Healthcare

Technical Industries



Construction



Rail

Agriculture & Upstream



Agriculture & Upstream

← Transversal →



Transport
& Logistics

GS1 Vision 2030

Growth strategy



Pillar 1: Industry needs first

Focus on industry needs common across the industries we serve, supporting users of all sizes in their digital journey and regulatory compliance implementation



Pillar 2: Trusted identification

Strengthen the relevance of GS1 in a digital, AI-driven world by developing and deploying consistent common solutions for trusted identification, connecting identity to data and the future of data sharing



Pillar 3: Accelerating as One GS1

Collaboratively transform the way we work as One GS1, with targeted improvements in our culture, talent and organisation; governance; and the way we plan and follow up



Pillar 1

Ambition for industry

Powering trust in data for everyone everywhere



Market access and product listing

Companies of all sizes can seamlessly reach markets and list products globally, relying on trusted GS1 identification, registries and product data standards.



Operational efficiency across supply chain

Businesses enhance supply chain visibility, efficiency and resilience in global trade, leveraging GS1 standards and services to gain instant access to trusted product data.



Consumer experience

Billions of consumers have instant access to the story behind each product, whether shopping online or scanning a GS1 2D barcode powered by GS1.



Patient safety

Patients benefit from improved safety and better outcomes, as healthcare products carry a GS1 2D barcode that is scanned and used at point-of-care and across the supply chain.



Sustainability and circular economy

Companies can comply with sustainability and regulatory needs while supporting the circular economy across global value chains, using GS1 standards and services for efficient product traceability.

Support industry to address prioritised regulatory requirements through our public policy strategy





Pillar 2

Trusted identification solution portfolio

Supported by solution partner ecosystems

Trusted identification

Scale consistent, trusted identification that can be verified through GS1 Registries in support of industry and regulatory needs.

Connecting identity to data

Drive the transition to advanced data carriers (2D, RFID, NFC, etc.) across industries and supply chains.

Future of data sharing

Enable easy connection to trusted, quality data for all stakeholders, supporting diverse industry data sharing requirements.



Pillar 3

Accelerating as One GS1

GS1 Competition Law Caution applies at all times

- Strengthen our culture of collaboration into the future
- Invest to grow our talent
- Strengthen the global governance
- Optimise the GS1 organisation
- Evolve how we plan and follow up

Core practices



Collective leadership

A shared federation-wide responsibility to lead towards success of GS1 Vision 2030



Growth mindset

Enabling growth of our people, our federation and our contribution to industry



Co-creation

Co-creation across the federation to accelerate value to industries we serve



Commitment

- Commitment to invest
- Discipline and rigour in the execution according to our common decisions
- Our commitment to each other



Together, GS1 will...

See one vision

Speak with one voice

Act as one organisation



The Global Language
of Business

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