

EuroShop

THE WORLD'S NO. 1 RETAIL
TRADE FAIR 18 – 22 FEB 2029
DÜSSELDORF, GERMANY



PROFILE DATA EUROSHOP 2026



80.146

VISITORS TOTAL

141

NUMBER OF COUNTRIES

TOP MARKS

FROM TRADE VISITORS

96%

VERY SATISFIED



95%

RECOMMENDATION



1.840

EXHIBITORS TOTAL

61

NUMBER OF COUNTRIES

TOP 5 VISITOR COUNTRIES

Basis: all foreign visitors

The Netherlands **8%**

Italy **7%**

*Great Britain and
North Ireland* **6%**

France **4%**

Spain **4%**

EUROSHOP

2029

18 – 22 FEB

NET SPACE TOTAL (SQM)

102.856

**397 accredited
journalists from
33 countries**

www.euroshop-tradefair.com

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PROFILE DATA EUROSHOP 2026

Total net space (sqm)	102.856
Net space Germany	26.755
Net space other countries	76.101

Exhibitors total	1840
Exhibitors Germany	517
Exhibitors other countries	1.323
Number of countries	61

Visitor data from registry:	
Visitors total	80.146
From Europe	82%
- Germany	33%
- Other Europe	49%
From Non-European countries	18%
- America	8%
- Asia	7%
- Africa	2%
- Australia	1%
Number of countries	141

Visitor data from registry:	
TOP 10 visitor countries	
(Basis: all foreign visitors)	
The Netherlands	8%
Italy	7%
Great Britain and Northern Ireland	6%
France	4%
Spain	4%
Belgium	4%
Poland	4%
USA	3%
Türkiye	3%
Switzerland	3%

Occupational position*	
Top-Management	49%
Middle-Management	21%
Other	25%

Decision making powers*	
Decisive	29%
Contributory (jointly decisive)	29%
Advisory function (consultative)	20%
Not involved	17%

Industrial sector*	
Retail	44%
- Food retail	15%
- Fashion/apparel/footwear	8%
- Furniture and furnishings	4%
- Department store	2%
- Other retail	15%
Wholesale	5%
Services	19%
- Stand construction	3%
- IT and security technology	3%
- Architecture, design and engineering firms	2%
- Other services	11%
Industry	15%
- Shop fitting industry	4%
- Consumer goods industry	2%
- IT and security technology industry	2%
- Other industry	7%
Other	12%

Occupational position*	
Business/company/plant management	18%
Sales, distribution	12%
Marketing, advertising, PR	11%
IT (information, communication technology)	10%
Shop building, fitting, design	8%
Buying, procurement	5%
Research, development, construction	5%
Manufacture, production, quality control	5%
Business Development	5%
Visual Merchandising	4%
E-Commerce	2%
Other	10%

Reasons for visit	
<i>(Several answers possible)</i>	
See new developments/trends	29%
Find new suppliers	22%
Identifying new business partners	19%
Contact with existing suppliers/ business partners	19%
Visit specific exhibiting companies	17%
Meetings with professional colleagues/ Networking	17%
View specific products in the exhibitionrange	15%
Monitoring competition	13%
Purchasing decisions	7%

Interest in product ranges	
<i>(Several answers possible)</i>	
Shop Fitting/ Store Design & Visual Merchandising	53%
Retail Marketing	33%
EuroCIS	32%
Expo & Event Marketing	28%
Lighting	28%
Materials & Surfaces	23%
Refrigeration & Energy Management	19%
Food Service Equipment	13%

New suppliers were found	
Yes	43%
Overall assessment	
Satisfied	96%
Recommendation	
Yes	95%

subject to change
U-GES_GE MN April 2026

* Difference to 100% = Pupils, Students,
not employed (10%)

