



EuroShop

The World's No. 1 Retail Trade Fair

16 – 20 February 2020

Düsseldorf · Germany

www.euroshop-tradefair.com

EuroShop 2017 Exhibitor and visitor profile

Preliminary data; Subject to change
G1-MF/March 2017

Exhibitors total	2,368
Germany	851
Other countries	1,517
Number of countries	61

Net exhibition area total (sqm)	127,598
Germany	47,818
Other countries	79,780

Accredited journalists	766
Number of countries	38

Visitors total	113,906
<i>Visitor data from registry</i>	

From Europe	84 %
Germany	34 %
Rest of Europe	50 %
From outside Europe	16 %
Asia	8 %
America	6 %
Africa	1 %
Australia/Oceania	1 %
Number of countries	138

TOP 10 visitor countries*	
The Netherlands	10 %
Italy	8 %
France	6 %
United Kingdom	6 %
Belgium	5 %
Switzerland	4 %
Russian Federation	4 %
Spain	4 %
United States	3 %
Poland	3 %

Quality and profile of the trade visitors

Based on the results of 2,191 interviews with trade visitors during EuroShop 2017 conducted by means of the Computer Interview System

Area of responsibility**	
General management	27 %
Sales, distribution	12 %
Marketing, advertising, PR	9 %
Shop construction, shop fitting, shop design	9 %
Research and development, design	8 %
Purchasing, procurement	7 %
Manufacturing, production, quality control	4 %
Visual merchandising	4 %
Business development	3 %
Information and communication technology	3 %
Servicing/maintenance	2 %
Other	5 %

Occupational position	
Top management	50 %
Middle management	21 %
Lower management	29 %

Decision-making powers	
Decisively	30 %
Contributory	28 %
In an advisory capacity	22 %
No influence	20 %

Economic sector**	
Retail trade	36 %
Food retail	12 %
Fashion trade	7 %
Wholesaler	6 %
Non-food retail	5 %
Other retail/other trade	6 %
Services	27 %
Stand construction/event agencies	7 %
Architecture, design agencies, engineer's office	6 %
Advertising agency/graphic design	4 %
IT and technical security systems	3 %
Consulting, agency	3 %
Other services	4 %
Industry	24 %
Shop-building industry	8 %
IT industry and technical security systems	3 %
Consumer goods industry	2 %
Other industry	11 %
Other	6 %

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	32 %
Contact to existing suppliers/business partners	19 %
Identifying new suppliers/business partners	19 %
Initiating purchase decisions	6 %
Purchase/order	4 %

Interest in product ranges	
<i>(Several answers possible)</i>	
Shop Fitting & Store Design	39 %
Retail Technology/EuroCIS	26 %
Lighting	26 %
POP Marketing	24 %
Expo & Event Marketing	24 %
Visual Merchandising	23 %
Food Tech & Energy Management	15 %

Overall assessment	
Satisfied	97 %

Recommendation	
Yes	96 %

New suppliers were found	
Yes	54 %



* All foreign visitors

** Difference to 100 % =

Pupil, student, not gainfully employed (7 %)

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