

Pioneering Store Design

EuroShop  Trade Fairs



Shanghai International Trade Fair for
In-store Design & Solutions

上海国际店铺设计与解决方案展览会

September 3 – 5, 2024

Shanghai New International Expo Center (SNIEC)

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China in-store 2024

China in-store 2023 (Shanghai International Trade Fair for In-store Design & Solutions) marked a significant milestone, reopening after the pandemic. The event brought together **103** high-quality retail suppliers and store design studios, showcasing innovative store design concepts and retail solutions, which received unprecedented acclaim. A total of **13,934** professional visitors from major retail brands and design agencies attended the event. **46** industry experts discussed trends in the development of the Chinese retail industry, retail space design and construction, engaging in lively interactions with **1,240** attendees.

China in-store, the official satellite exhibition in China of leading global retail fair – EuroShop, has continuously embodied EuroShop's goals of promoting global retail exchanges. Dedicated to presenting unique and thoughtfully designed store solutions for the entire industry, it aims to inspire the retail sector with fresh ideas. China in-store 2024 has officially launched, and we eagerly look forward to your participation!



10,000m²

Exhibition Scale



200+

Exhibitors



15,000+

Professional Visitors

* Estimated show figures for 2024

Product Categories

In-store Design

- Store Architecture and Store Design
- General Planning and Services
- Materials & Surfaces
- Project Management

In-store Solutions

- Shop Fitting and Display Equipment
- Mannequins and Visual Merchandising Service
- Lighting and Lamps Equipment
- Omni-channel Smart Retail Technology and Equipment
- Retail Marketing Equipment and Service

Special Areas

Designer Village



With the growth of consumer demands for personalization, store design has become a pivotal factor in elevating brand identity and enriching the customer experience. China in-store features a special Designer Village, gathering numerous prestigious design firms. Showcasing their unique booth designs and excellent design cases, these firms present their latest comprehensive solutions for Visual Merchandising and Store Design (VMSD).

Retail Technology Village



Technology drives progress, and this is especially true in the retail industry. The rise of new retail models, the integration of online and offline retail, and intelligent shopping experiences are themes that will shape the future trends of the retail sector. China in-store 2024 features a special Retail Technology Village, gathering the latest cutting-edge technologies like AI (Artificial Intelligence), Virtual Reality, and Big Data analytics. These advancements are set to propel retail stores towards a more experience-oriented transformation, better catering to the consumption needs of the younger generation.



2023 Exhibitor Review

Exhibitor Satisfaction Rate:

of the exhibitors were satisfied / very satisfied with the show result



Exhibitor Voice

China in-store 2023 was extremely successful. The visitor traffic at the show far exceeded my expectations, and the visitors came with various purchasing needs and clear objectives. Very high quality of visitors I would say.

Steve Jing, General Manager of Max Brilliant

This was our first time participating in China in-store. The international level of the visitors exceeded my expectations; I even met peers from Mexico and India. Additionally, I found some of the topics shared in the designer forum very interesting, including how to simplify existing retail commercial spaces, which aligns well with our company's philosophy.

Royston Lee, Chief Executive Officer of BDA

I think the transformation of the exhibition from C-star to China in-store has been very successful. The selection and invitation of the visitors were also well executed. At this year's exhibition, a large number of visitors came from professional and relevant fields.

Zenith Zeng, General Manager of Vianolux

Visitors came from all over the world, which made me experience the recovery of the industry. Moreover, the number of visitors at the event was much more than I expected, which was a big surprise for us.

Chris Lu, Executive Vice Chairman of Redman Retail

In the past, our main clients were from the real estate sector. However, with the overall downturn in the real estate industry this year, we had to shift our focus to commercial brands, so, we participated in China in-store. The outcome has been very satisfying, and we are extremely happy with the visitor flow this time. Participants who visited our booth were designers of commercial spaces or brand representatives, with clear objectives, thus making our business communication easier.

Wu Kuan, Founder of Manu Arts

We chose to participate in China in-store this year because it is a vital exhibition in the retail design industry and one of EuroShop's global series of exhibitions. Through this, we aim to gain more brand visibility and strive to win some visual creative awards. As one of the exhibitions held during the post-pandemic recovery period, the visitors at this year's China in-store exceeded our expectations.

Weini Wong, General Manager of OUTFORM APAC



2023 Visitor Review



96%

will continue to visit
China in-store 2024



93%

are satisfied or very
satisfied with the event

Visitors Voice

It's great to have an exhibition like China in-store because it connects the entire upstream and downstream industry chain within the industry. It unites exhibitors including suppliers, brands, and technology providers, allowing us to see many new ideas and resources here. Additionally, some of the topics shared in the designer forum were very innovative and beneficial for me.

Mr. Fu from Estée Lauder

I find the design aesthetics of this exhibition very strong, and the presentation of the booths extremely innovative. From a designer's perspective, today I witnessed every designer reinterpreting various materials using their design philosophy and concepts, which showed me greater possibilities of creativity.

Ms. Baoer Wang, Designer of Studio Profile

The exhibition brought together many high-quality domestic design service providers. The curated area showcased brands who used paper materials, modular and editable produces, reflecting an increasingly lightweight and sustainable design trend. Future retail stores will focus more on connecting with people through the spatial environment setup. Next year, we plan to expand and upgrade around 350 stores. Look forward to seeing China in-store getting better and more exciting as it progresses!

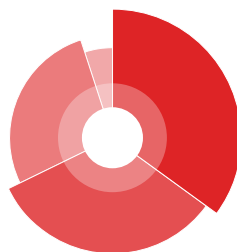
Ms. Wang Fangyuan, Hangzhou Himo Group Co., Ltd.

Visitor Breakdown



- 33% Brand Store
- 9% Lifestyle Store
- 9% E-Commerce
- 8% Architecture and Design Agency
- 8% Retail Equipment Supplier
- 7% Shopping Center/Department Store
- 6% Advertising Graphic Design
- 5% Retail Technology Supplier
- 4% Supermarket/Convenience Store/Neighborhood Markets
- 2% Vending Machine
- 2% Real Estate Services/Property Developers
- 7% Others

Visitor Decision-Making Analysis



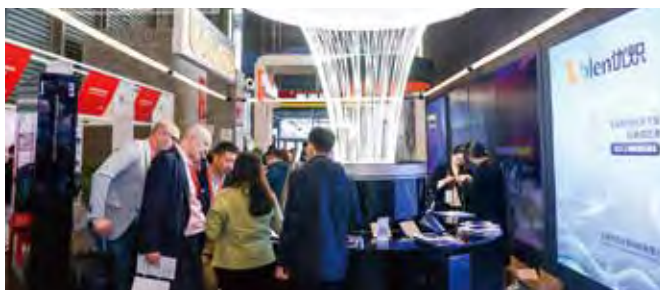
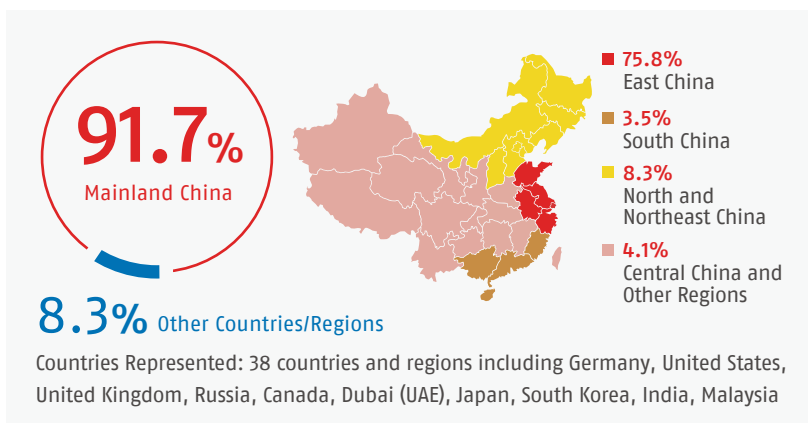
- 35% Participate in Decision-Making
- 33% Provide Assessment Information or Recommendations to Decision-Makers
- 27% Final Decision-Makers
- 5% Not Involved in Decision-Making



Main Areas of Interest

56%	Store Architecture and Store Design
32%	Design and Project Management
29%	Shopfittings
26%	General Planning and Service
23%	Retail Marketing
20%	Visual Merchandising
18%	Retail Technology
16%	Lighting
15%	Shop Furnishings

Visitor Breakdown by Geography



Quality Buyers

Huawei • HONOR • Xiaomi • Oppo • Foxconn • TCL • Schneider • Volvo APAC • SAIC • NIO Automobile • OPEL • RISING AUTO • PARKSON GROUP • Ruian Xintiandi • Longhu Commercial • Vanke Real Estate • CR MIXC LIFESTYLE • China Overseas property • Migu Culture • MSC Cruises • Disney • Morning Glory • M&G SHOP • Opalus S&Z Hotel • ipmall • BOM • Prada • Hermès • Swatch • adidas • Nike • Columbia • The North Face • Vans • Skechers • Puma • New Balance • Beneunder • H&M • Lee • LI—NING • Erke • MUJI • Uniqlo • Metersbonwe • ME&CITY • BELLE • Mayqueen • Anta • CALVIN KLEIN • Fila • Ochirly • Nigel • LINDBERG • LANCY • aimer • Purcotton • didimax • Melon Fashion Group • ROCKBROS • FOREO • Kimberlite Diamond • PVH • Doterra • MANGO • Les enfants • ASICS • Amway • Bosideng • keep • SaintAngelo • MANGANO • FIRS • Kaluote Glasses • Estée Lauder • 'oreal • Clarins • Forest Cabin • KKV • KOSE • P&G • Johnson&Johnson • Watsons • Sunrise Duty Free • SaSa • CHICMAX • Shanghai Art Museum • Aerospace Shanghai • China Post Group • Shanghai Film Park • Luckin coffee • M—stand • OATLY • HEYTEA • Coca-Cola • Baozhu Cheese • 50LAN • LELECHA • KOI • NOWWA • IKEA • Decathlon • Suning • Hema • JD • Alibaba • Hotmax • LYFEN ORANGE • BRIGHT DAIRY • Cornetto • Vinhill • ROBAM • XIBEI RESTAURANT • Jomoo • CHOCDAY • DQ • Burger King • Popmart • Supor • Sunart Retail • ALDI • Family • T&T Supermarket • Toy R Us (China) • Hippocampus Photo Studio • Okamura • Beike • HomeLink • MONIN • NAIVE BLUE • WantWant • 5 Star Plus Retail Design • aaha studio • Arup • BESTORY • dFORM Group • DYML • FIVE SENSE • flip studio • Harlequin Design Studio • LLLLOOK STUDIO • MEEM HOUSE • SEMO • YANG DESIGN • Dialogue38 Inc. • SKYnoa • MG2 • Sprout Studio • Huawei • HONOR • Xiaomi • Oppo • Foxconn • TCL • Schneider • Volvo APAC • SAIC • NIO Automobile • OPEL • RISING AUTO • PARKSON GROUP • Ruian Xintiandi • Longhu Commercial • Vanke Real Estate • CR MIXC LIFESTYLE • China Overseas property • Migu Culture • MSC Cruises • Disney • Morning Glory • M&G SHOP • Opalus S&Z Hotel • ipmall • BOM • Prada • Hermès • Swatch • adidas • Nike • Columbia • The North Face • Vans • Skechers • Puma • New Balance • Beneunder • H&M • Lee • LI—NING • Erke • MUJI • Uniqlo • Metersbonwe • ME&CITY • BELLE • Mayqueen • Anta • CALVIN KLEIN • Fila • Ochirly • Nigel • LINDBERG • LANCY • aimer • Purcotton • didimax • Melon Fashion Group • ROCKBROS • FOREO • Kimberlite Diamond • PVH • Doterra • MANGO • Les enfants • ASICS • Amway • Bosideng • keep • SaintAngelo • MANGANO • FIRS • Kaluote Glasses • Estée Lauder • 'oreal • Clarins • Forest Cabin • KKV • KOSE • P&G • Johnson&Johnson • Watsons • Sunrise Duty Free • SaSa • CHICMAX • Shanghai Art Museum • Aerospace Shanghai • China Post Group • Shanghai Film Park • Luckin coffee • M—stand • OATLY • HEYTEA • Coca-Cola • Baozhu Cheese • 50LAN • LELECHA • KOI • NOWWA • IKEA • Decathlon • Suning • Hema • JD • Alibaba • Hotmax • LYFEN ORANGE • BRIGHT DAIRY • Cornetto • Vinhill • ROBAM • XIBEI RESTAURANT • Jomoo • CHOCDAY • DQ • Burger King • Popmart • Supor • Sunart Retail • ALDI • Family • T&T Supermarket • Toy R Us (China) • Hippocampus Photo Studio • Okamura • Beike • HomeLink • MONIN • NAIVE BLUE • WantWant • 5 Star Plus Retail Design • aaha studio • Arup • BESTORY • dFORM Group • DYML • FIVE SENSE • flip studio • Harlequin Design Studio • LLLLOOK STUDIO • MEEM HOUSE • SEMO • YANG DESIGN • Dialogue38 Inc. • SKYnoa • MG2 • Sprout Studio

Concurrent Events



Retail Stage



Retail Stage

A professional knowledge sharing platform which gathers retailers, experts, commercial properties and technology companies to discuss the future development trends of retail industry.



ERDA China



ERDA China

It is derived from EuroShop RetailDesign Award (ERDA), one of the supporting programmes of EuroShop Trade Fairs. ERDA China is dedicated to crown the outstanding retail store designs in China. All entries will be assessed by 10 expert juries and 100 general juries.



Design Stage



Design Stage

The organizer will invite experts and key figures who specialize in store design to share outstanding projects and cases. They will also interact with retail professionals at the event, providing a wealth of inspiration.



[Themed Exhibition] China in-store X Hi Design

The evolving trends and changes within the industry have led to new demands from brands for commercial space design and construction. With a deep understanding of these trends and needs in commercial retail, China in-store will collaborate with Hi Design. Together, they will invite various design and brand agencies to participate and showcase practical design applications and successful cases in actual projects. The aim is to bring more inspiration and insights to the industry, as well as to facilitate idea generation generation and more exchanges.

Booth Packages

Standard Booth



¥ RMB 2,188/sqm

minimum
9 square meters

Raw Space

¥ RMB 1,788/sqm

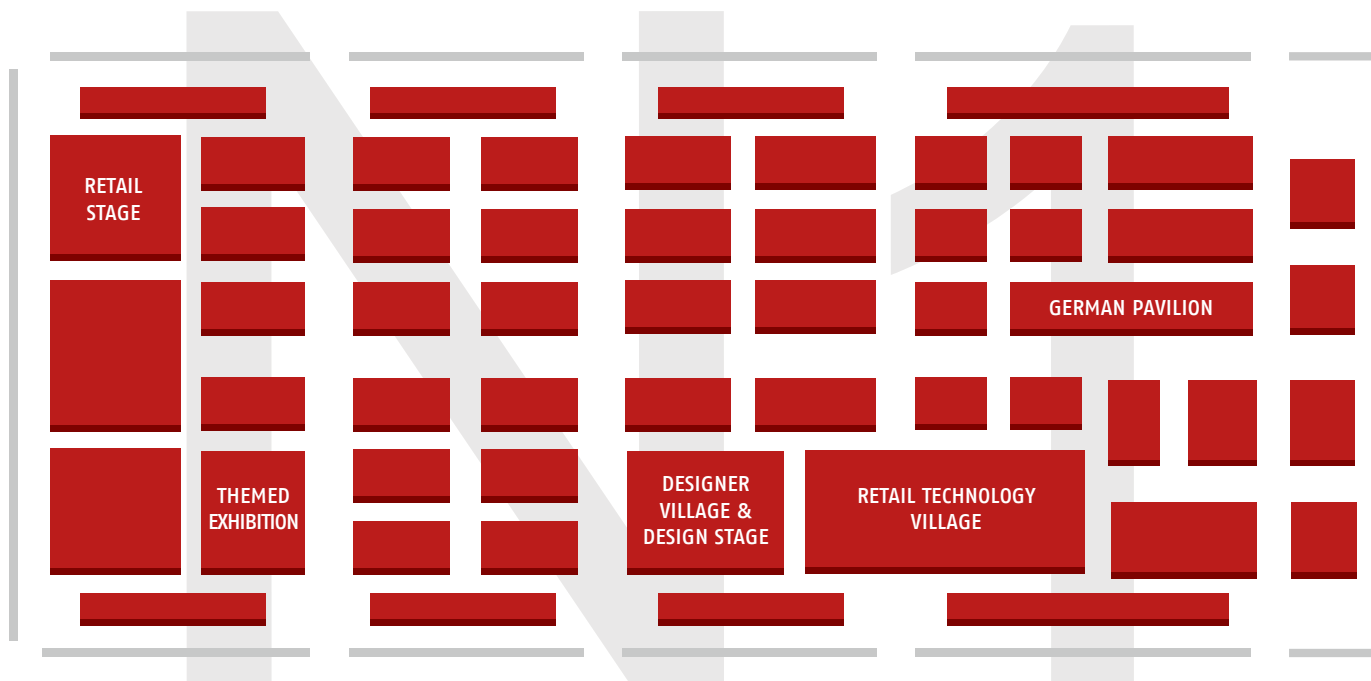
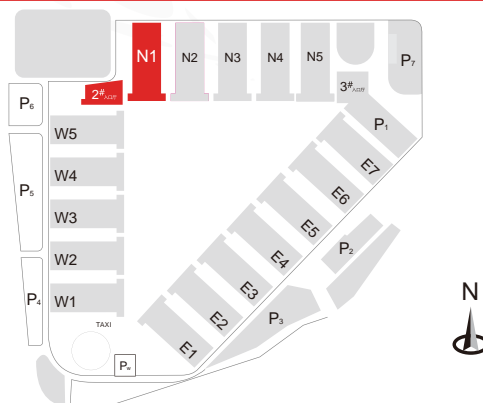
minimum
20 square meters

Designer Village



¥ RMB 2,888/sqm

minimum
9 square meters





EuroShop Trade Fairs

Your gateway to the world's markets



2024.06.06 – 08
Mumbai, India



2024.09.03 – 05
Shanghai, China

EuroCIS

2025.02.18 – 20
Düsseldorf, Germany



2026.02.22 – 26
Düsseldorf, Germany

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