in-store asia
Inspiration. Innovation. Transformation.

12 13 14 May 2027

Bombay Exhibition Center, Goregaon (E), Mumbai

18th Edition

Asia's Premier Trade Fair

for Store Design, Visual Merchandising and In-store Marketing

EXPO | CONVENTION | AWARDS | VM CHALLENGE

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EuroShop
The World's No. 1 Retail Trade Fair

Messe Düsseldorf India

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About In-store Asia

IN-STORE ASIA 2027
Transforming Spaces. Inspiring Experiences.
12–14 May 2027 | Bombay Exhibition Center, Mumbai, India

For nearly two decades, In-store Asia has been at the forefront of retail innovation, bringing together the brightest minds, leading brands, solution providers, designers, architects, visual merchandisers, and technology innovators shaping the future of retail.

Now in its 18th edition, In-store Asia 2027 continues to serve as Asia's premier platform for retail design, visual merchandising, store fit-outs, shopper engagement, retail technology, and experiential innovation.

As part of the globally renowned EuroShop trade fair family, In-store Asia provides an unparalleled opportunity to discover emerging trends, build strategic partnerships, and explore solutions that are redefining retail environments across the region.

Event Highlights

8,000+ sqm
Exhibit Area

100+
Exhibitors

50+
Speakers

5,500+
Visitors

20+
Participating Countries

250+
Delegates

Why Exhibit at In-Store Asia?

Unlock the Future of Retail in Asia

The Region's Leading Retail Platform

Connect with retailers, brands, designers, and solution providers shaping the future of retail across Asia.

Access High-Growth Markets

Showcase your products and solutions to decision-makers driving retail innovation and expansion.

Build Strategic Connections

Meet senior industry leaders, buyers, consultants, and partners under one roof.

Maximize Brand Visibility

Enhance your brand presence through the exhibition, conference, awards, and high-impact feature zones.

Generate Qualified Business Leads

Engage directly with buyers actively seeking innovative retail solutions and services.

Expand Across Asia Pacific

Tap into new opportunities and grow your business in one of the world's most dynamic retail markets.

India: The Next Frontier of Retail Growth

1 Organized Retail Continues to Expand

India is witnessing a strong shift from unorganized to organized retail, with national and regional brands rapidly expanding store networks across the country. Retail real estate demand and new store openings remain at record levels.

2 Quick Commerce is Reshaping Consumer Expectations

The rise of 10–30 minute delivery platforms has transformed how consumers shop, driving retailers to rethink store formats, inventory management, and omnichannel strategies.

3 Experience-Led Stores Drive Footfall

Brands are investing in immersive store environments, experiential retail, visual merchandising, and flagship formats to create meaningful customer engagement beyond transactions.

4 Tier 2 & Tier 3 Cities Fuel the Next Growth Wave

Emerging cities are becoming the new engines of retail growth, attracting investments from retailers, developers, and brands seeking access to India's rapidly expanding consumer base.

5 D2C Brands are Expanding Offline

Digital-first brands are increasingly entering malls, high streets, and experience centres, creating fresh opportunities for retail design, technology, and store fit-out solutions.

6 Gen Z is Redefining Retail

India's young consumers demand convenience, personalization, sustainability, and seamless omnichannel experiences, influencing how brands design stores and engage shoppers.

7 Smart, Sustainable & Tech-Enabled Retail

The future of retail lies in AI-driven insights, digital displays, retail media networks, energy-efficient stores, and sustainable materials that enhance both customer experience and operational efficiency.

Co-Located Events

Convention

12–13 May 2027 | Bombay Exhibition Centre, Mumbai

The In-store Asia Convention 2027 will bring together over 40 leading retail experts, innovators, and industry leaders from India and around the world to explore the trends, technologies, and strategies shaping the future of retail.

Through keynote presentations, panel discussions, and expert insights, delegates will gain valuable perspectives on customer experience, store design, visual merchandising, retail technology, sustainability, and evolving consumer trends.

As a key highlight of In-store Asia 2027, the convention offers a dynamic platform for retailers, brands, designers, and solution providers to exchange ideas, discover innovations, build meaningful connections, and gain actionable insights for business growth.

VM&RD Retail Design Awards

India's Premier Awards for Retail Design Excellence

The VM&RD Retail Design Awards are India's only dedicated awards platform recognizing excellence in Retail Design, Visual Merchandising, and Retail Manufacturing. Widely regarded as the industry's most prestigious recognition, the awards celebrate innovation, creativity, and outstanding achievements in creating impactful retail environments.

Featuring 25 award categories, the program showcases the best work from leading designers, retailers, visual merchandisers, and solution providers across the country.

The winners of the 18th edition will be honoured on 13 May 2027 at the Bombay Exhibition Centre, Mumbai, alongside the In-store Asia 2027 exhibition and convention.

VM Challenge

A Premier Showcase of Visual Merchandising Excellence

The VM Challenge is an exclusive live window display competition that celebrates creativity, innovation, and execution within the visual merchandising community. As a signature attraction at In-store Asia, it brings together some of the industry's most talented professionals to showcase their skills in a live environment.

To be held on 12 May 2027 at the Bombay Exhibition Centre, Mumbai, the challenge provides delegates with a unique platform to demonstrate their design expertise, creative thinking, and merchandising excellence before an audience of retail industry professionals.

Exclusive to conference delegates, the VM Challenge highlights the best of visual merchandising talent and inspires new ideas for the future of retail experiences.

Featured Zones

Discover dedicated platforms showcasing the latest innovations, expertise, and ideas shaping the future of retail.

Designer Village

Where Design Shapes Retail Experiences

Designer Village brings together leading interior designers, architects, retail design consultants, and design studios to showcase innovative concepts that redefine retail spaces. From store design and spatial planning to lighting, materials, and experiential environments, the zone highlights the creativity and expertise behind exceptional retail experiences.

Focus Areas:

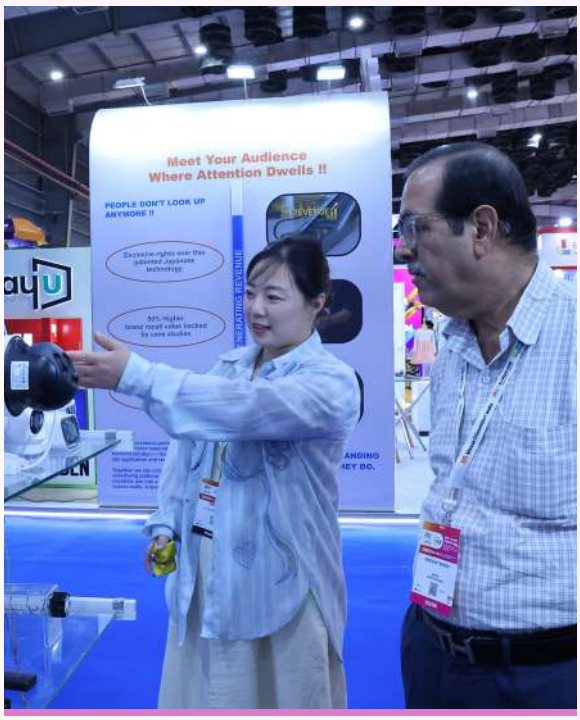
- Retail Interiors & Store Design
- Architecture & Spatial Planning
- Lighting & Material Innovations
- Experiential Retail Environments
- Sustainable Design Solutions

Technology Pavilion

The Technology Pavilion showcases proven retail technologies and market-ready solutions that are transforming store operations and customer experiences. Bringing together leading technology providers, the pavilion highlights innovations driving the future of connected retail.

Key Focus Areas

- Retail Technology Solutions
- Smart Stores & IoT
- Digital Signage & Interactive Displays
- Retail Automation & Robotics
- Data Analytics & AI
- Omnichannel & Payment Technologies



Exhibitor Profile

POP DISPLAY

- POP Design Services
- LED Display
- Inflatables
- Corrugated POP Display
- Kiosks
- Modular Display Systems
- Advertising Scroller
- Digital / Interactive Display Walls
- Seasonal & Thematic Displays

VM & RETAIL FIXTURES

- Store Fixtures
- Lighting Fixtures
- Display Props
- Mannequins
- Display Forms
- Hangers
- Interior Build Materials
- Specialty Fittings
- Retail Refrigeration
- Racks & Shelving Systems / Gondolas
- Counters, Showcases & Presentation Tables
- Acoustic & Specialty Materials

SIGNAGE & GRAPHICS

- Specialty Signage
- Engraved Signs
- Routed Signs
- Neon Signs
- In-store Graphics & Printing
- In-store Sign Holder Systems
- Trivision
- LED Signage
- Light Boxes & Banner / Textile Signage
- Large Format Wall & Window Graphics

Exhibitor Profile

RETAIL DESIGN

- Store Design
- Visual Merchandising
- Design
- Lighting Design
- Shopper Marketing Design
- Integrated Design
- Communication Design
- Flooring, Wall Cladding, Surface Materials

RETAIL TECH

- AIDC Technologies & RFID
- Security & Loss Prevention
- Retail Software Solutions
- Retail Tech Hardware
- AV Tech Solutions
- CRM Solutions
- Design Software
- Imaging Technology
- Digital Signage & DOOH
- Immersive Technologies: AR, VR, XR
- IoT / Smart Store Solutions
- Data Analytics / Shopper Intelligence
- In-store audio solutions

FOOD SERVICE EQUIPMENT & REFRIGERATION

- In-store Baking, Cooking & Hot Food Equipment
- Food Packaging & Handling Solutions
- Refrigeration Units & Control Systems
- Coffee & Beverage Machines
- Chilled Counters & Cold Rooms
- Refrigerated & Freezer Cabinets

Visitor Profile

Brand Marketers (FMCG, CDIT, and Lifestyle & Apparel)

- Marketing Directors, Managers
- Trade Marketing Managers
- Modern Trade Team
- Brand / Product Team
- Communication, PR Managers
- Purchase Managers
- Project Managers
- Promotion Managers
- Shopper Marketing Team
- Visual Merchandisers
- Regional / Area / Sales Managers
- Packaging Designers

Retailers (Organized /Independent/Traditional Retail

- Online and Offline retailers
- Owners, CEOs & Business Heads
- CIO/CTO's from Retail Brands
- Project Heads & Team
- Head of Buying & Merchandising
- VM Heads & Team
- Marketing Heads & Team
- Procurement Heads & Team
- Store Development & Team
- Design, Creative Heads
- VP Sales, Business Development Managers
- Store, Showroom Managers
- Retail Managers
- Mall Operations Managers
- Senior Manager IT
- Category Managers
- Café & Restaurant Owners
- Pubs, Bars & Club Owners
- Wellness, Gym, Salon Owners

Architect / Designers

- Retail Design Architects
- Concept Designers
- Retail Space Consultants
- Interior Designers
- Lighting Designers
- Furniture & Fixture Designers
- Brand Experience Designers
- Project Managers
- Construction Managers
- Builders & Contractors
- Sustainable Design Consultants
- Green Building Designers
- Materials & Finishes Experts

Retail Marketing & Media Agency

- Business Directors
- Creative Directors
- Advertising Director
- Account Management Team
- Print Production Managers
- Media Supervisors/ Media Planners
- Media Director, Manager
- Media Buyers
- Creative, Art Director
- Digital Advertising Manager
- Campaign Manager
- Media Relations Manager
- Partnership Manager
- Affiliate Marketing Manager
- Event Marketing Manager

Retail Solution Providers (Organized/Independent/Traditional Retail)

- Retail Software Designers
- Shop fit-out Contractors
- Technology Consultants
- Retail Display Designers
- Brand Experience Designers
- Decorative Surface Designers
- Retail Consultants

Exhibitor Testimonials

"Every year, In-store Asia brings together the brightest minds driving the future of retail—from visionary designers to leading solution providers. For us at GKW Retail, participating as an Exhibitor and Presenting Partner of the VM&RD Awards is always a highlight. Celebrating outstanding achievements alongside our peers and engaging in deep, meaningful industry dialogue made the 2026 edition an unforgettable and highly rewarding experience."

Shreesh Sharma
Founder & Managing Director, GKW Retail Solutions

"This was our first time at In-store Asia. I really liked the show and the opportunity to meet with current and future clients. There were lots of opportunities, the organization was great, and the overall experience was really good. We liked it."

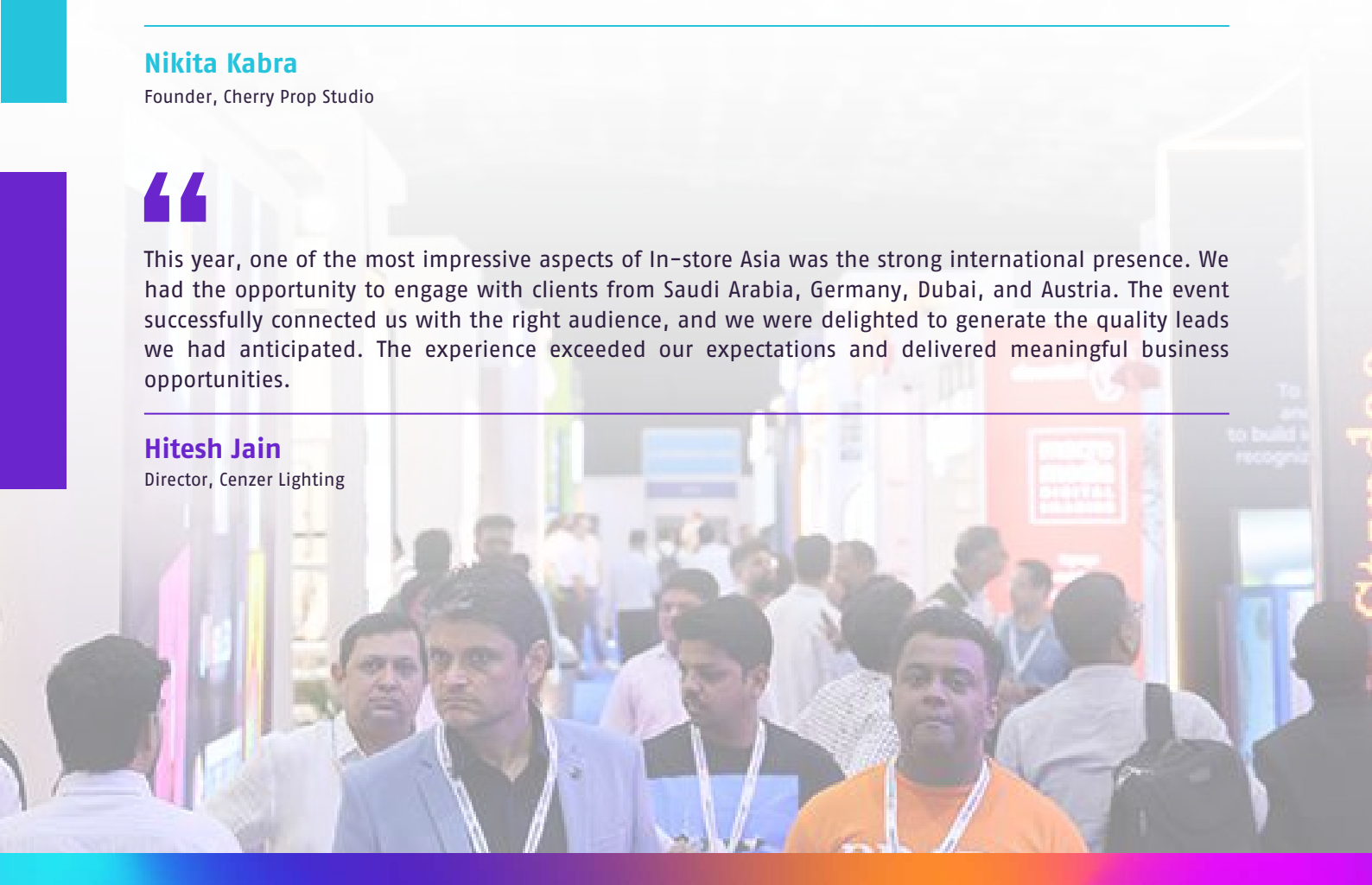
Celine Bacconi
Client Relation & Business Growth, Dalziel & Pow

I am having a wonderful time. This is my first-ever exhibition experience, and being an exhibitor for the first time at such a prestigious event is a great blessing for us. It has been an amazing experience.

Nikita Kabra
Founder, Cherry Prop Studio

This year, one of the most impressive aspects of In-store Asia was the strong international presence. We had the opportunity to engage with clients from Saudi Arabia, Germany, Dubai, and Austria. The event successfully connected us with the right audience, and we were delighted to generate the quality leads we had anticipated. The experience exceeded our expectations and delivered meaningful business opportunities.

Hitesh Jain
Director, Cenzer Lighting



Visiting Brands

& many more...

Organiser

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. Besides organising successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

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