



EuroShop

The World's No. 1 Retail Trade Fair
22 - 26 FEBRUARY 2026
 Düsseldorf · Germany
www.euroshop-tradefair.com

EuroShop 2023 EuroShop 2023 - Fair Profile

Preliminary data; subject to change
 (VG-GE-MF/March 2023)

Exhibitors total	1,824
Exhibitors Germany	515
Exhibitors other countries	1,309
Number of countries	54
Net space total (sqm)	102,927
Net space Germany	29,614
Net space other countries	73,313
accredited journalists	518
Number of countries	35

Visitors total	81,484
Visitor data from registry:	
From Europe	83 %
Germany	34 %
Other Europe	49 %
From Non-European countries	17 %
America	7 %
Asia	7 %
Africa	2 %
Australia/Oceania	1 %
Number of countries	140

TOP 10 visitor countries	
Visitor data from registry: (Basis: all foreign visitors)	
The Netherlands	9 %
Italy	8 %
Great Britain and Northern Ireland	5 %
France	5 %
Belgium	5 %
Poland	4 %
Spain	4 %
USA	3 %
Türkiye	3 %
Switzerland	3 %

Quality and structure of trade visitors

Based on the results of a total of 2.369 interviews including 2.322 interviews with trade visitors (98%) during EuroShop 2023 conducted as CASI (Computer Assisted Self Interview)

Industrial sector*	
Retail	43 %
Food retail	18 %
Fashion/apparel/footwear	8 %
Furniture and furnishings	5 %
other retail	11 %
Wholesale	7 %
Services	14 %
Architecture, design and engineering firms	3 %
Stand construction	2 %
Advertising agency, graphic design	2 %
IT and security industry	2 %
other services	5 %
Industry	14 %
Shop fitting industry	4 %
Consumer goods industry	2 %
Capital goods industry	1 %
other industry	7 %
Other	17 %
Decision making powers*	
Decisive	30 %
Contributory (jointly decisive)	30 %
Advisory function (consultative)	21 %
Not involved	14 %

Area of responsibility*	
Business/company/ plant management	22 %
Sales, distribution	12 %
Marketing, advertising, PR	9 %
Shop building, fitting, design	7 %
Research and development	7 %
Buying, procurement	7 %
IT (information, communication technology)	7 %
Manufacture, production, quality control	4 %
Visual Merchandising	4 %
Business Development	3 %
E-Commerce	3 %
Other	10 %
Reasons for visit	
(Several answers possible)	
See new developments/trends	31 %
Find new suppliers	25 %
Identifying new business partners	20 %
Contact with existing suppliers/ business partners	19 %
Networking	16 %
Preparing/ implementation of purchase decisions	7 %

Occupational position*	
Top-Management	52 %
Middle-Management	20 %
other	23 %
Interest in product ranges	
(Several answers possible)	
Shop Fitting, Store Design & Visual Merchandising	46 %
Retail Technology	45 %
Retail Marketing	33 %
Materials & Surfaces	24 %
Expo & Event Marketing	24 %
Lighting	23 %
Refrigeration & Energy Management	22 %
Food Service Equipment	13 %
New suppliers were found	
Yes	47 %
Overall assessment	
Satisfied	95 %
Recommendation	
Yes	94 %



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*Difference to 100% = Pupils, Students, not employed (5%)