



EuroShop

The World's No. 1 Retail Trade Fair
26 FEB – 2 MARCH 2023
Düsseldorf · Germany
www.euroshop-tradefair.com

EuroShop 2020 Exhibitor and visitor profile

Preliminary data; Subject to change
G1-MF/September 2020

Exhibitors total	2,287
Germany	694
Other countries	1,593
Number of countries	56
Net exhibition area total (sqm)	121,536
Germany	40,034
Other countries	81,502
Accredited journalists	730
Number of countries	39

Visitors total	94,339
<i>Visitor data from registry</i>	
From Europe	84 %
Germany	31 %
Rest of Europe	53 %
From Non-European countries	16 %
America	7 %
Asia	6 %
Africa	2 %
Australia/Oceania	1 %
Number of countries	142

TOP 10 visitor countries	
The Netherlands	8 %
Italy	8 %
Russian Federation	6 %
France	6 %
Great Britain and Northern Ireland	5 %
Belgium	5 %
Spain	4 %
Switzerland	4 %
United States	3 %
Ukraine	3 %

Quality and structure of trade visitors

Based on the results of 2,380 interviews with trade visitors during EuroShop 2020 conducted by means of the Computer-Interview-System

Industrial sector*	
Retail	34 %
Food retail	11 %
Fashion/apparel/footwear	7 %
Furniture and furnishings	3 %
Department store	2 %
Other retail	11 %
Wholesale	8 %
Services	21 %
Architecture, design and engineering firms	4 %
Stand construction	4 %
Advertising agency/graphic design	2 %
IT and security industry	2 %
Consulting	2 %
Other services	7 %
Industry	20 %
Shop fitting industry	5 %
Consumer goods industry	3 %
Capital goods industry	2 %
Other industry	10 %
Other	11 %
Decision-making powers*	
Decisive	31 %
Contributory (jointly decisive)	26 %
Advisory function (consultative)	24 %
Not involved	13 %

Area of responsibility*	
Business/company/plant management	21 %
Sales, distribution	11 %
Marketing, advertising, PR	9 %
Shop building, fitting, design	9 %
Research and development	8 %
Visual Merchandising	6 %
Buying, procurement	6 %
IT (information, communication technology)	5 %
Maintenance, repairs	4 %
Business Development	4 %
E-Commerce	2 %
Other	9 %
Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	30 %
Identifying new suppliers	18 %
Contact with existing suppliers/business partners	17 %
Identifying new business partners	14 %
Networking	12 %
Initiating purchase decisions	6 %
Purchase/Order	4 %

Occupational position	
Top management	50 %
Middle management	19 %
Lower management	31 %
Interest in product ranges	
<i>(Several answers possible)</i>	
Shop Fitting & Store Design	44 %
Retail Marketing	36 %
Retail Technology/EuroCIS	36 %
Expo & Event Marketing	27 %
Visual Merchandising	27 %
Lighting	26 %
Refrigeration & Energy Management	16 %
Food Service Equipment	12 %
New suppliers were found	
Yes	48 %
Overall assessment	
Satisfied	96 %
Recommendation	
Yes	96 %



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*Difference to 100 % = Pupil, student, not employed (6 %)