

EUROCIS 2024 – FAIR PROFILE

Exhibitors total	475
Exhibitors Germany	220
Exhibitors other countries	255
Number of countries	41

Visitor data from registry:

Visitors total	13,714
Germany	49%
Other Europe	43%
From Non-European countries	8%
Asia	5%
America	2%
Africa	1%
Australia	0%
Number of countries	97

285 accredited journalists from 13 countries

Net space total (sqm)	14,400
Net space Germany	6,888
Net space other countries	7,512

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign countries)</i>	
Netherlands	16%
Great Britain and North Ireland	6%
Italy	6%
Belgium	5%
Poland	4%
Spain	4%
Austria	4%
France	4%
Switzerland	4%
Denmark	3%

EuroCIS

THE LEADING TRADE FAIR
FOR RETAIL TECHNOLOGY
18 – 20 FEB 2025
DÜSSELDORF, GERMANY
eurocis.com



Preliminary data
subject to change
(VG-GE-NM/March 2024)

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of a total of 577 interviews including 569 interviews with trade visitors (99%) during EuroCIS 2024 conducted as CASI (Computer Assisted Self Interview)

Industrial sector*	
Retail	38%
Wholesale	6%
Services	25%
Industry	10%
Hotels/Resorts	1%
Food Service/Catering	1%
Leisure Park/Entertainment	1%
Other	13%

Area of responsibility *	
IT (information, communication, technology)	28%
Sales, distribution	17%
Business/company/ plant management	15%
Business development	12%
Marketing, advertising, PR	5%
E-Commerce	4%
Research and development, design	2%
Purchasing/procurement	2%
Other	10%

Decision making powers*	
Decisive	23%
Contributory (jointly decisive)	31%
Advisory function (consultative)	25%
Not involved	16%

Occupational position	
Top-Management	48%
Middle-Management	23%
Low-Management	29%

Reasons for visit	
<i>(Several answers possible)</i>	
identifying new business partners/ new suppliers	47%
See new development trends	35%
Visit specific exhibitors	27%
Contact with existing suppliers/ business partners	22%
Industry meeting/networking	19%
Competitive intelligence	18%
Preparation/implementation of purchase decisions	8%

Interest in product ranges	
<i>(several answers possible)</i>	
POS Software & Hardware	53%
Connected Retail	36%
Payment	33%
Digital Marketing	27%
Cash Management	23%
Seamless Checkout	22%
Pricing	20%
Robotics	18%
Analytics	17%
Security & Loss Prevention	16%
Infrastructure & Connectivity	16%
Research & Consulting	11%
Merchandise & Supply Chain Management	10%
Smart Energy Management	6%
Human Resource Management	5%
Other	10%

New suppliers were found	
Yes	39%

Overall assessment	
Satisfied	94%

Recommendation of EuroCIS	
Yes	93%

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

