THE POST FESTIVAL REPORT: EUROSHOP 2026

Messe Düsseldorf

What a happening! And you made it happen!

What do you call it when over 80,000 guests from all over the world turn up for a 60th birthday? A successful anniversary? A mega-party? A get-together in a class of its own? We called it "The Global Retail Festival" – and, in all modesty, we believe that sums it up perfectly.

Over five days in February, EuroShop 2026 transformed the Düsseldorf Exhibition Centre into a special place. A place that offered international visitors a line-up of the very best – featuring both the industry's top names and exciting newcomers alike. But also a place for encounters, exchanges and, of course, new (business) relationships.

This post-show report looks back on our festival. Please also see it as a huge thank you! Through your participation, you made EuroShop 2026 everything it was meant to be: diverse, unifying and, yes, electrifying!

Take a few minutes to look back. We're already looking forward to the next edition in 2029!

The audience magnet. Customer satisfaction: 10 out of 10.

Is it a trend or a tradition? Exhibitors who attend EuroShop tend to come back. In 2026, too, the level of intent to return was high amongst the 1,840 exhibitors. One reason for this is that EuroShop reaches the core target groups from the retail sector: around half of the 80,146 visitors came from the retail sector (44 per cent) or the wholesale sector (5 per cent).

80,146 Trade visitors

1,840 Exhibitors

96% Satisfaction among the expert audience

95% Recommendation

Top ratings are the norm here: when asked about their satisfaction, trade visitors' feedback is also of the highest standard. It seems that hardly anyone hesitates to recommend EuroShop to others.

Every visitor is a VIP. That's a fact.

The best thing about any festival is the atmosphere. It's not just down to a packed playlist featuring all the big names and exciting start-ups; whether the spark is ignited also depends on the audience. That, in turn – at least at EuroShop – is no magic trick. After all, the number one retail trade fair is renowned for the calibre of its visitors.

The figures from 2026 prove this once again:

70%
top-/middle management

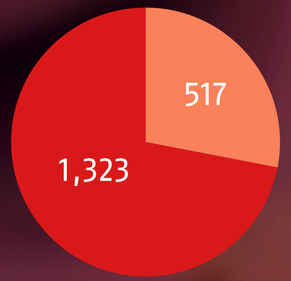
78%
involved in purchasing decisions

So exhibitors could be sure: statistically speaking, it was highly likely that industry experts and professionals with specialist knowledge and purchasing authority would visit their stand.

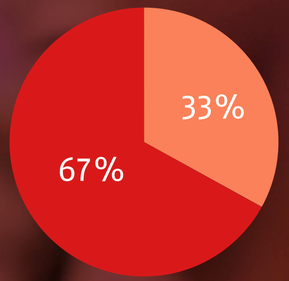
One festival, one language: retail.

As “The Global Retail Festival”, EuroShop 2026 positioned itself as an international event – and this was not just the impression one got immediately upon entering the exhibition centre, but is also confirmed by the figures. Exhibitors from 61 countries were represented at the fair – almost 72 per cent of whom had travelled from abroad.

The visitor statistics paint a similar picture: a full two-thirds (67%) of visitors came to Düsseldorf from other countries. Together, they once again – and always with enthusiasm – brought our promise to life. The whole world of retail united at a single festival.



1,840 exhibitors in total
517 from Germany
1,323 from abroad



80,146 trade visitors in total
33 % from Germany
67 % from abroad

Turn the volume up.
On all stages.

The stage is set for trends, ideas and products – but above all for people. After all, that is what makes a festival what it is: skilled, inspiring experts and an enthusiastic audience. EuroShop 2026 gave these people the space they deserve – for example, on the seven stages:

- Yellow Stage: Expo and event marketing
- Purple Stage: Retail marketing
- Red Stage: Digital transformation
- Blue Stage: Technology trends
- Black Stage: Start-ups and newcomers
- Amber Stage: Store design
- Retail Uncovered: Store design and research

The special zones, organised around current trends and providing a platform for these topics, were also a magnet for pioneers and practitioners, for talented individuals and top managers:

- Shopfitting, Design & Store Concepts
- Retail Catering & Food Service Solutions
- Innovations from Start-ups & Market Leaders
- Visual Merchandising
- Lighting
- POS Marketing
- Expo & Event Marketing

We love feedback. And our fans.

The "Global Retail Festival" was a huge success. That's what we think, of course. But so do a great many other people who should know better – after all, it's their business. Here's a selection of our favourite reviews from around the world.

"EuroShop 2026 was a great success for Diebold Nixdorf with more visitors coming to the stand than ever."
Nino Hörttrich, Head of Global Marketing Retail, Diebold Nixdorf

"EuroShop 2026 has once again confirmed its role as a truly global meeting point for the retail industry."
Tiziana Raiteri, Marketing and Communication Director at Arneg Group

"TOMRA has had yet another great EuroShop event!"
Marius Fraurud, EVP and Head of TOMRA Collection, TOMRA

"EuroShop again proved a special highlight for umdasch The Store Makers [...]. We had exciting and inspiring conversations with many thousands of visitors at our stand."
Dr. Petra Böttinger-Barth, Director Central Services Human Resources & Marketing, umdasch The Store Makers

"EuroShop again proved an excellent platform for showcasing our innovations in the retail & exhibition segments."
Benjamin Bruder, Managing Director, Octanorm

60 years – and still going strong.

Full of energy right from the start! That's the perfect way to describe EuroShop's six-decade history. Founded at a time when the first discounters were turning the world of retail upside down, the trade fair provided a meeting place for those offering revolutionary innovations and became the industry's guide into a new era.

And it has remained so to this day. From open-plan shelving to the shop as a place of experience, from the first barcode to electronic price tags, and from self-checkout to the use of AI – at EuroShop, you can be sure to find the innovators and visionaries, the prospective buyers and key players.

EuroShop is the Global Retail Festival. And change is the headline act every time.

The festival is over. Ready for a comeback?

Even though the sounds of EuroShop 2026 – the bustling hum of the exhibition halls, the pulsating music, the inspiring presentations – have now faded away, the afterglow remains.

The feeling of having made a difference. Of having brought people together, spread innovation and, of course, driven the retail sector forward. That was the aim of our festival, and we achieved it, together with you. Thank you for that.

We look forward to the next edition – with old acquaintances and new friends. At the world's number one trade fair for the entire retail sector.

EUROSHOP

THE WORLD'S NO. 1 RETAIL TRADE FAIR

18 – 22 FEB 2029

DÜSSELDORF, GERMANY

Messe Düsseldorf