



# 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/March 2020

<b>Exhibitors total</b>	<b>2,292</b>
Germany	696
Other countries	1,596
<b>Number of countries</b>	<b>56</b>
<b>Net exhibition area total (sqm)</b>	<b>123,799</b>
Germany	41,547
Other countries	82,252
<b>Accredited journalists</b>	<b>730</b>
<b>Number of countries</b>	<b>39</b>

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

<b>TOP 10 visitor countries</b>	
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

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

<b>Area of responsibility*</b>	
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 %
<b>Reasons for visit</b>	
<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 %

<b>Occupational position</b>	
Top management	50 %
Middle management	19 %
Lower management	31 %
<b>Interest in product ranges</b>	
<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 %
<b>New suppliers were found</b>	
Yes	48 %
<b>Overall assessment</b>	
Satisfied	96 %
<b>Recommendation</b>	
Yes	96 %



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