



EuroShop

Post Show Report 2020

Experience⁵



Messe
Düsseldorf



oktalite

TRILUX



Looking back.

When we look back on EuroShop 2020, we would like to do one thing above all: say thank you. Thank you to all those who did not let themselves be prevented from contributing to the success of EuroShop 2020. Thanks for the positive feedback offered – personally, in interviews, in statements.

This Post Show Report is not so much about impressive facts and figures. Rather, it focuses on something essential: the spirit of EuroShop as a trade fair. Lived by the attitude of all those who participate in it or have a stake in it. Represented by five essential elements: relevance, proximity, ubiquity, enthusiasm, optimism.

These five elements made EuroShop 2020 a very special trade fair: Experience⁵.



Looking ahead.

But we do not only want to look back here. We also want to look forward. Into the future that awaits us all. That's why we are looking forward together with you to the next EuroShop. In 2023. In – we hope – easier times for us all.



Michael Gerling

Managing Director EHI Retail Institute GmbH

“The great international interest testifies to the special position of EuroShop as an economic motor for international retail. The competition with online commerce is raising standards in the entire retail sector. Investments are being made in shop fitting, in the creation of worlds of experience. And digitalisation is booming. It enables retailers to offer even more customer services while at the same time linking online and offline channels, it simplifies processes, logistics and much more.”



Erhard Wienkamp

Managing Director Messe Düsseldorf GmbH

“We are very pleased that EuroShop has yet again proven how indispensable it is for the global retail scene. In 2020, it presented itself again as the most important platform for current trends, lasting inspiration and intensive networking. Our special thanks go to our exhibitors from all over the world for their loyalty. With their innovative strength, passion and commitment, they were once again a magnet for an entire industry.”

Experience relevance.

A clear insight from EuroShop 2020: It is and will remain the most important fair for retail and its partners. Because this time again the content and topics perfectly matched the needs and wishes of the industry – especially in terms of hot topics such as digital transformation, emotionalisation, linking of on- and offline shopping, energy efficiency, sustainability.

Against all odds, 94,000 visitors and 2,300 exhibitors came from all walks of life to Düsseldorf. And confirmed the outstanding position of EuroShop as a trend barometer, networking platform and largest event of the retail industry. 16 exhibition halls offered a unique fireworks display of ideas and products, trends and concepts

“EuroShop enabled us to engage in intensive discussions with numerous decision-makers in the retail industry.”
Christoph von Lingen, Country Sales Leader Retail Solutions, Toshiba in Germany

96%

Further recommendation

Visitor satisfaction

Top management

Visitor quality
70%

Experience proximity.

EuroShop was never just business. It has always been about people business. A network, that brings people closer together. With partners who understand and trust each other. Who plan and shape the future together – with projects for tomorrow and beyond. Never has all this been more important than now, both during EuroShop and in its aftermath.

Visitors with distinct decision-making authority, high professional qualification and professional know-how. Exhibitors with imagination, customer orientation, innovative strength and dynamics.

And the most important things in common: openness and curiosity about the new as well as passion and courage to make it come true.

Experience

ubiquity.

Once it happens there, it can happen anywhere. – This sentence not only describes the effect of EuroShop. It also describes its ubiquity, its relevance and presence around the globe, its status as a globally leading trade fair, which attracts people from all over the world to Düsseldorf every three years.

The international character was intensively felt at EuroShop 2020, with around 70% of participants coming from abroad. The exhibitors from 61 countries were joined by visitors from 142 nations. A further plus compared to the previous event in 2017.

This high international interest demonstrates more than clearly the dynamics of the global retail world and the special position of EuroShop as its economic engine.



Domestic exhibitors

696

Total exhibitors

2,293

International exhibitors

+5 %

1,597

Domestic visitors

31 %

Total visitors

94,339

International visitors

69 %

+3 %

Experience

enthusiasm.

In 2020, exhibitors and visitors were again unanimously enthusiastic about the “Event within an event”: the EuroShop supporting programme.

The Stages. Internationally staffed, they enthused and inspired with best-practice examples, intensive learning and future-oriented trends: Retail Technology Stage, Omnichannel Stage, Energy Management Stage, Store Design Stage, Retail Marketing Stage, Retail Designers Stage, Expo + Event Stage and Startup Stage.

The special areas. Here too, there was excellent feedback – on topics such as retail technology, architecture & store design, expo & event and the numerous specials, e.g. the Startup Hub, the Designer Village and the Premium City. The Ecopark won over participants as a sustainability hub.

The awards. Renowned and coveted as ever, they were once again the occasion for numerous top-class get-togethers within the industry.

“Just great, the way the supporting programme offers visitors everything. You can literally feel the batteries recharging with new, relevant input.

Simone Lenz, Head of Marketing, Kirberg Catering

Very high level of importance

Supporting programme

82 %

Experience

optimism.

Yes, there is reason for optimism. Despite all the online shopping, people don't want to do without brick and mortar. Stationary shops will continue to shape the appearance of retail trade in future. The major online providers have also recognised this – and are staking their claims in the streetscape with, in some cases rather costly, stores.

Shopping culture is currently entering a new, exciting phase of development. The point of sale is increasingly becoming the point of experience. Online and offline shopping are becoming increasingly seamlessly networked. Retail is becoming a world of experience. Sensory marketing provides visuals, acoustic, olfactory, gustatory associations. And digitalisation is booming. This enables retailers to offer customers even more services and link online and offline channels together. At the same time, digital transformation simplifies process flows, logistics and much more.

Experimenting, researching, learning: these are the new ways in retail. These are the paths along which the retail industry is courageously moving forward, accompanied by its partners – including EuroShop.

Of exhibitors were satisfied or very satisfied with EuroShop 2020

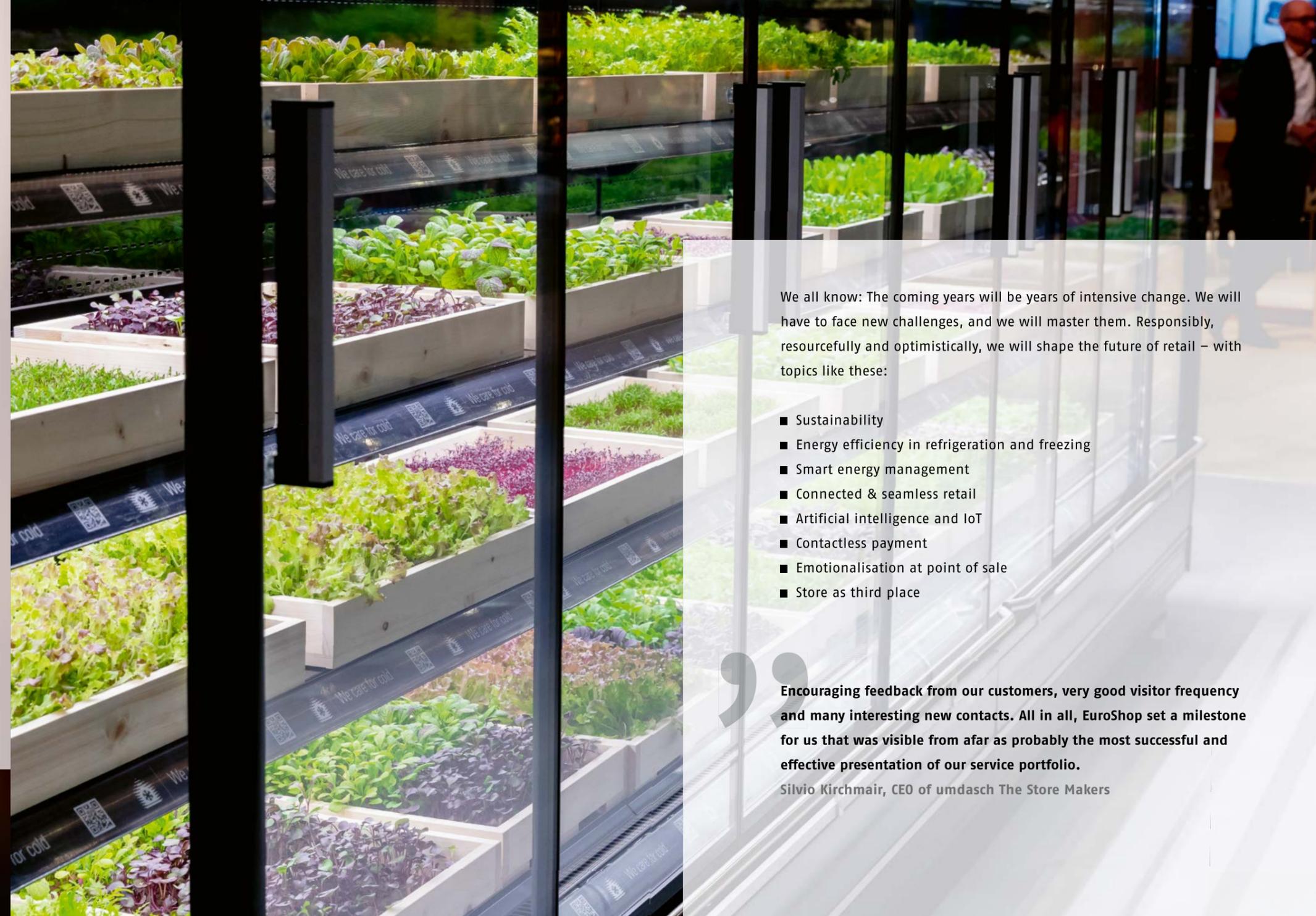
86%

We all know: The coming years will be years of intensive change. We will have to face new challenges, and we will master them. Responsibly, resourcefully and optimistically, we will shape the future of retail – with topics like these:

- Sustainability
- Energy efficiency in refrigeration and freezing
- Smart energy management
- Connected & seamless retail
- Artificial intelligence and IoT
- Contactless payment
- Emotionalisation at point of sale
- Store as third place

“Encouraging feedback from our customers, very good visitor frequency and many interesting new contacts. All in all, EuroShop set a milestone for us that was visible from afar as probably the most successful and effective presentation of our service portfolio.

Silvio Kirchmair, CEO of umdasch The Store Makers





SEE YOU!

26 FEB – 2 MARCH

2023

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