



POST SHOW REPORT EUROSHOP 2023: WHAT A MOVE!



Messe
Düsseldorf

YOU SHOULD BE ABSOLUTELY MOVED BY NOW.

During EuroShop 2020, no one could have guessed the force with which the Covid-19 pandemic would hit the world. How much it would hinder or prevent procedures and processes. People were faced with completely new challenges. This included people in retail.

EuroShop 2023 has proven that: the world of retail has extraordinary resilience. That it is full of ideas, innovative, flexible. And that, in spite of all that is happening, it is facing the future dynamically.

With this Post Show Report, we would like to say thank you. Thank you to all those who have contributed to the success of EuroShop 2023 with their dedicated participation. Thank you also for all the positive feedback – in person, as well as in interviews and statements.

We are sure: you are all still absolutely moved by EuroShop 2023.



WHAT A BUSINESS MOVE.

EuroShop 2023 registered a very positive development in overall satisfaction among the 1,824 exhibitors. At a high rate, they have also expressed their intention to participate again.

This is due to the trade fair's very good target group reach: half of the 81,484 trade visitors came from the primary target group of retail.

But above all, it is due to the large number of high-calibre business contacts and contracts.

Conclusion: EuroShop is and remains the world's most important trade fair for the sector. Because the content and themes here match the needs and wishes of retail. These were some of the Hot Topics in 2023:

- Connected Retail
- Sustainability
- Smart Store
- Energy Management
- Third Places
- Customer centricity
- Experience
- Vital City Centres

77%

EXHIBITOR
SATISFACTION

95%

VISITOR
SATISFACTION

94%

RECOMMENDATION



WHAT A MOVE OF QUALITY.

If you're looking for a different term for quality – how about the EuroShop trade audience? The people who came to EuroShop 2023 are characterised by:

- pronounced decision-making competence,
- high professional qualifications,
- professional know-how,
- absolute commitment to retail.

What they all have in common is an openness and curiosity towards the new as well as the passion and courage to realise it.

It is the ideal audience for exhibitors with a richness of ideas, customer orientation, innovative strength and dynamism. For exhibitors like you.



VISITOR QUALITY:

72%

TOP/MIDDLE MANAGEMENT



WHAT A MOVE OF INTERNATIONALITY.

Walking through the exhibition halls, you could hear and see it: the world met at EuroShop 2023. This high level of internationality underlines EuroShop's dominant role, its relevance and presence around the globe, its status as the world's leading trade fair, for which people come to Düsseldorf from all over every three years.

More than two thirds of the visitors came from abroad in 2023. The exhibitors from 55 nations were joined by potential customers from 141 countries.

This high level of international interest very clearly documents the dynamics of the global trading world and the special position of EuroShop as its economic engine.

Exhibitors, total: **1,824**
Exhibitors, national: **515**
Exhibitors, international: **1,309**

Visitors, total: **81,484**
Visitors, national: **32%**
Visitors, international: **68%**



WHAT A MOVE OF INSPIRATION.

Practice-oriented lectures and best-practice contributions on seven stages, plus numerous special events in nine areas and seven renowned awards: the EuroShop specials inspired the trade audience – and many exhibitors – with the most important trends and forward-looking topics of the international retail world.

- **7 STAGES:** hotspots for trends and innovations, with 345 international speakers
- **9 AREAS:** a firework of ideas: EuroShop Designers' Village, Start-up Hub, Retail Ball Game, IFES Global Village, Italian Lighting Lounge, ROOM4SENSES, Future Urban Lab, THINK SUSTAINABLY – ACT RESPONSIBLY, Shop POPAI Village
- **7 AWARDS:** a big stage for great ideas: EuroShop RetailDesign Award, EXHIBITOR Mag EuroShop Award, Retail Technology Awards (reta), Wissenschaftspreis 2023, Innovationspreis Architektur+ Präsentation, IFES Development + Innovation Award (IDIA), POPAI D-A-CH Awards 2023

All formats were in great demand and received excellent ratings. Visitors from abroad were particularly interested and enthusiastic.

The specials at EuroShop 2023: impulses that move things forward.

HIGHLY VALUED
SPECIALS:

65%

OF VISITORS
WERE INTERESTED
IN A SPECIAL.



WHAT A MOVE OF ENTHUSIASM.




#EuroShop2023

New ideas. Intense perceptions. Surprising solutions.
Good conversations. Convincing innovations.
Sustainable perspectives.

EuroShop 2023 was all of this, moving and inspiring.
This is how EuroShop will continue to dynamically
shape retail with its themes in the future.

Everything that moves you. That was the motto of
EuroShop 2023. That is the promise of the world's
number one for the future.



'The trade fair was very successful for GK Software. We again registered record visitor numbers at our stand. (...) EuroShop has again confirmed its status as the by far most relevant trade fair for the sector in Europe.'

DR RENÉ SCHILLER, VICE PRESIDENT COMMUNICATIONS & INVESTOR RELATIONS, GK SOFTWARE SE

'We are especially impressed with the large international attendance of this trade fair. We had numerous valuable conversations with interested visitors from many parts of the world.'

OLIVER KAPAHNKE, CEO, GLORY GERMANY

'As with every edition, 2023 proved that EuroShop remains the top exhibition for the world of retail, able to bring together all the key players and offer great opportunities for dialogue in a stimulating, dynamic and forward-looking environment.'

FILIPPO MARZARO, CEO, ARNEG

'EuroShop, as always, was an exciting and successful event for us!'

XENIA GIESE, INDUSTRY EXECUTIVE RETAIL & CONSUMER GOODS, MICROSOFT DEUTSCHLAND GMBH

'Although most of our visitors came from the European region, it was very positive to note that a great number of guests also came from the Far East and North America to visit our stand.'

HANS BRUDER, CEO, OCTANORM-VERTRIEBS-GMBH

'Counting to the tune of 20,000 visitors at our exhibition stand, the umdasch Store Makers achieved a record at EuroShop 2023.'

SILVIO KIRCHMAIR, CEO, UMDASCH

'Tomra was excited to return to EuroShop and the event was a great success for us.'

ALEKSANDER MORTENSEN, HEAD OF COMMERCIAL, TOMRA COLLECTION

'EuroShop was once again the right platform to present our mix of market-ready solutions and innovations for the future to European retailers. (...) EuroShop is the most important trade fair of the year for us.'

STEPHEN HOWELLS, GENERAL MANAGER DACH, TOSHIBA GLOBAL COMMERCE SOLUTIONS

You can find all exhibitor statements here



AND NOW WE MOVE ON –
TO EUROSHOP 2026.

22 – 26 FEB 2026

