

Fair profile 2025

EuroCIS

THE LEADING TRADE FAIR FOR
RETAIL TECHNOLOGY

16 – 18 FEB 2027

DÜSSELDORF, GERMANY

TOP MARKS FROM TRADE VISITORS

95%

VERY SATISFIED

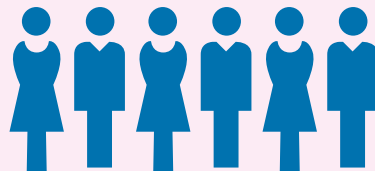


94%

RECOMMENDATION

288 accredited
journalists from
15 countries

www.eurocis.com



14.471

VISITORS TOTAL

NUMBERS OF
COUNTRIES **97**

WORLD LEADING
TRADE FAIR
FOR RETAIL
TECHNOLOGY

500

EXHIBITORS
TOTAL

NUMBER OF
COUNTRIES **37**

QUALITY AND STRUCTURE OF TRADE VISITORS

Based on the results of a total of 530 interviews including 516 interviews with trade visitors (97%) during EuroCIS 2025 conducted as CASI (Computer Assisted Self Interview)

NET SPACE TOTAL (SQM)

15.174

TOP 10 VISITOR COUNTRIES

Basis: all foreign visitors

The Netherlands **16%**

Belgium **7%**

*Great Britain and
North Ireland* **6%**

Austria **5%**

Italy **5%**

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DÜSSELDÖRF, GERMANY

Exhibitors total	500
Exhibitors Germany	229
Exhibitors other countries	271
Number of countries	37

Visitor data from registry:	
Visitors total	14.471
From Europe	93%
- Germany	50%
- Other Europe	43%
From Non-European countries	7%
- Asia	5%
- America	1%
- Africa	1%
- Australia	0%
Number of countries	97

Total net space (sqm)	15.174
Net space Germany	7.644
Net space other countries	7.530

Visitor data from registry: TOP 10 visitor countries (Basis: all foreign visitors)	
The Netherlands	16%
Belgium	7%
Great Britain and Northern Ireland	6%
Austria	5%
Italy	5%
Spain	4%
Poland	4%
France	3%
Switzerland	3%
Romania	3%

Industrial sector*	
Retail	34%
Wholesale	7%
Food Service/Catering	2%
Hotels/Resorts	1%
Services	23%
Industry	8%
Other	15%

Area of responsibility*	
Business/company/plant management	17%
IT (information, communication technology)	30%
Sales, distribution	14%
Business development	8%
Marketing, advertising, PR	3%
E-Commerce	3%
Purchasing/procurement	3%
Research and development, design	2%
Finances/accounting/controlling	2%
Other	8%

Decision making powers*	
Decisive	23%
Contributory (jointly decisive)	29%
Advisory function (consultative)	24%
Not involved	14%

Occupational position*	
Top-Management	45%
Middle-Management	22%
Other	33%

Reasons for visit	
<i>(Several answers possible)</i>	
Identifying new business partners/ new suppliers	33%
Discover new developments and trends	30%
Contact with existing suppliers/ business partners	22%
Visit specific exhibitors	21%
Competitive intelligence	19%
Industry meeting/ networking	19%
Preparation/ implementation of purchase decisions	9%

Interest in product ranges	
<i>(Several answers possible)</i>	
POS Software & Hardware	53%
Payment	37%
Digital Marketing	27%
Connected Retail	25%
Seamless Checkout	25%
Analytics	22%
Robotics	21%
Cash Management	21%
Pricing	14%
Security & Loss Prevention	14%
Merchandise & Supply Chain Management	13%
Infrastructure & Connectivity	12%
Research & Consulting	11%
Human Resource Management	6%
Smart Energy Management	6%
Other	8%

Received information about innovations	
Yes	61%

New suppliers were found	
Yes	37%

Overall assessment	
Zufrieden	95%

Recommendation	
Yes	94%

subject to change U-GES-GE NM / March 2025

* Difference to 100% =
Pupils, Students,
not employed (10%)

