**Exhibitors total** 2,287
- Germany 694
- Other countries 1,593
- Number of countries 56

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

**TOP 10 visitor countries**
- 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 %

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**Exhibitors total**
- Exhibitors total 2,287
- Germany 694
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- Number of countries 56

**Net exhibition area total (sqm)** 121,536
- Germany 40,034
- Other countries 81,502

**Accredited journalists** 730
- Number of countries 39

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

**Industrial sector**
- Retail 34 %
- Food retail 11 %
- Fashion/apparel/footwear 7 %
- Furniture and furnishings 3 %
- Department store 2 %
- Other retail 11 %

**Wholesale** 8 %
- Architecture, design and engineering firms 4 %
- Stand construction 4 %
- Advertising agency/graphic design 2 %
- IT and security industry 2 %
- Consulting 2 %
- Other services 7 %

**Area of responsibility**
- 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 %

**Reasons for visit**
- 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 %

**Occupational position**
- Top management 50 %
- Middle management 19 %
- Lower management 31 %

**Interest in product ranges**
- 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 %

**New suppliers were found**
- Yes 48 %

**Overall assessment**
- Satisfied 96 %

**Recommendation**
- Yes 96 %