



EuroShop

The Global Retail Trade Fair
Düsseldorf, Germany
16. – 20.2.2014
www.euroshop.de

EuroShop 2011 Fair Profile

Based on the results of 2,206 interviews conducted
by means of the Computer Interview System

Subject to change
UI-MF/April 2011

Total number of exhibitors 2,036

Origin of the exhibitors

Germany	909
Other countries	1,127
Number of countries	53

Space (net, sq.m.)

Germany	107,971
Other Countries	47,456
	60,515

Accredited journalists 953

Number of countries 37

Total number of visitors 107,269

Origin of the visitors

Germany	40 %
Other countries	60 %

Germany

North Germany	12 %
West Germany	47 %
East Germany	6 %
Southwest Germany	11 %
South Germany	24 %

Other countries

Europe	73 %
- EU	59 %
- Other European countries	14 %
Asia	10 %
North America	5 %
South and Central America	5 %
Australia/Oceania	3 %
Africa	4 %

Countries of origin (Top 8)*

Netherlands	8 %
Italy	8 %
Great Britain and Northern Ireland	7 %
Belgium	5 %
France	5 %
Switzerland	4 %
Austria	4 %
USA	4 %

Frequency of visits

EuroShop 2008	32 %
EuroShop 2005	22 %
First-time visit in 2011	56 %

Length of stay

Average length of stay (in days)	2.0
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Industrial sector**

Retail trade	17 %
Wholesale trade	5 %
Industry	11 %
Architecture/Design office	10 %
Stand construction/Event agency	10 %
IT and security industry	5 %
Advertising/Graphic designer	7 %
Other services	8 %
Skilled trade	8 %
University/college of higher education/technical college	1 %
Other	10 %

Company size**

1 - 19 employees	34 %
20 - 49 employees	12 %
50 - 99 employees	9 %
100 - 499 employees	17 %
500 - 999 employees	4 %
1,000 employees or more	16 %

Area of responsibility**

Management	25 %
Sales, distribution	17 %
Marketing, advertising, PR	12 %
Research, development, design	11 %
Buying, procurement	6 %
Manufacture, production quality control	6 %
Information and communication technology	2 %
Other	13 %

Occupational position

Independent entrepreneur, co-owner, freelance employee	26 %
Managing director, board member, head of an authority	16 %
Area, operations, plant, branch manager, office head	13 %
Department head/group leader	17 %
Employee, civil servant, specialist	13 %
Lecturer, teacher	1 %
Trainee	4 %
Other	2 %
Student, pupil	6 %
Not working	2 %

Influence on purchasing/procurement decisions**

Decisively	28 %
Contributory	28 %
In an advisory capacity	23 %
No influence	13 %

Interest in product ranges

(Several answers possible)	
Shop fittings, fixtures	52 %
Lighting	40 %
Visual Marketing/Visual Merchandising	39 %
Architecture/Store Design	39 %
Sales promotion, POS marketing	35 %
Trade fair construction, design, events	31 %
Cool cabinets/fixtures, refrigeration appliances	17 %
Information technology	17 %
Security technology	12 %
Others	8 %

General assessment

Satisfied	96 %
Not satisfied	4 %



* Basis: other countries

** difference to 100% = pupil, student, not working (8%)

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