



# EuroShop

The World's No. 1 Retail Trade Fair

16 – 20 February 2020

Düsseldorf · Germany

www.euroshop-tradefair.com

## EuroShop 2017 Exhibitor and visitor profile

Preliminary data; Subject to change  
G1-MF/March 2017

<b>Exhibitors total</b>	<b>2,368</b>
Germany	851
Other countries	1,517
<b>Number of countries</b>	<b>61</b>

<b>Net exhibition area total (sqm)</b>	<b>127,598</b>
Germany	47,818
Other countries	79,780

<b>Accredited journalists</b>	<b>766</b>
<b>Number of countries</b>	<b>38</b>

<b>Visitors total</b>	<b>113,906</b>
<i>Visitor data from registry</i>	

<b>From Europe</b>	<b>84 %</b>
Germany	34 %
Rest of Europe	50 %
<b>From outside Europe</b>	<b>16 %</b>
Asia	8 %
America	6 %
Africa	1 %
Australia/Oceania	1 %
<b>Number of countries</b>	<b>138</b>

<b>TOP 10 visitor countries*</b>	
The Netherlands	10 %
Italy	8 %
France	6 %
United Kingdom	6 %
Belgium	5 %
Switzerland	4 %
Russian Federation	4 %
Spain	4 %
United States	3 %
Poland	3 %

### Quality and profile of the trade visitors

Based on the results of 2,191 interviews with trade visitors during EuroShop 2017 conducted by means of the Computer Interview System

<b>Area of responsibility**</b>	
General management	27 %
Sales, distribution	12 %
Marketing, advertising, PR	9 %
Shop construction, shop fitting, shop design	9 %
Research and development, design	8 %
Purchasing, procurement	7 %
Manufacturing, production, quality control	4 %
Visual merchandising	4 %
Business development	3 %
Information and communication technology	3 %
Servicing/maintenance	2 %
Other	5 %

<b>Occupational position</b>	
Top management	50 %
Middle management	21 %
Lower management	29 %

<b>Decision-making powers</b>	
Decisively	30 %
Contributory	28 %
In an advisory capacity	22 %
No influence	20 %

<b>Economic sector**</b>	
<b>Retail trade</b>	<b>36 %</b>
Food retail	12 %
Fashion trade	7 %
Wholesaler	6 %
Non-food retail	5 %
Other retail/other trade	6 %
<b>Services</b>	<b>27 %</b>
Stand construction/event agencies	7 %
Architecture, design agencies, engineer's office	6 %
Advertising agency/graphic design	4 %
IT and technical security systems	3 %
Consulting, agency	3 %
Other services	4 %
<b>Industry</b>	<b>24 %</b>
Shop-building industry	8 %
IT industry and technical security systems	3 %
Consumer goods industry	2 %
Other industry	11 %
<b>Other</b>	<b>6 %</b>

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
New developments/trends	32 %
Contact to existing suppliers/ business partners	19 %
Identifying new suppliers/ business partners	19 %
Initiating purchase decisions	6 %
Purchase/order	4 %

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
Shop Fitting & Store Design	39 %
Retail Technology/EuroCIS	26 %
Lighting	26 %
POP Marketing	24 %
Expo & Event Marketing	24 %
Visual Merchandising	23 %
Food Tech & Energy Management	15 %

<b>Overall assessment</b>	
Satisfied	97 %

<b>Recommendation</b>	
Yes	96 %

<b>New suppliers were found</b>	
Yes	54 %



\* All foreign visitors

\*\* Difference to 100 % =

Pupil, student, not gainfully employed (7 %)

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