### EuroShop 2020

**Exhibitor and visitor profile**

Preliminary data; Subject to change

G1-MF/March 2020

26 FEB - 2 MARCH 2023

Düsseldorf · Germany

www.euroshop-tradefair.com

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**Exhibitors total** 2,292

<table>
<thead>
<tr>
<th>Country</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>696</td>
</tr>
<tr>
<td>Other countries</td>
<td>1,596</td>
</tr>
</tbody>
</table>

**Number of countries** 56

**Visitors total** 94,339

<table>
<thead>
<tr>
<th>Source</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor data from registry</td>
<td>84%</td>
</tr>
<tr>
<td>From Europe</td>
<td>84%</td>
</tr>
<tr>
<td>From Non-European countries</td>
<td>16%</td>
</tr>
<tr>
<td>America</td>
<td>7%</td>
</tr>
<tr>
<td>Asia</td>
<td>6%</td>
</tr>
<tr>
<td>Africa</td>
<td>2%</td>
</tr>
<tr>
<td>Australia/Oceania</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Number of countries** 142

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**Net exhibition area total (sqm)** 123,799

<table>
<thead>
<tr>
<th>Area</th>
<th>展览面积 (sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>41,547</td>
</tr>
<tr>
<td>Other countries</td>
<td>82,252</td>
</tr>
</tbody>
</table>

**Accredited journalists** 730

<table>
<thead>
<tr>
<th>Number of countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
</tr>
</tbody>
</table>

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**Occupational position**

- Top management 50%
- Middle management 19%
- Lower management 31%

**Interest in product ranges** (Several answers possible)

- 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%

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**Industrial sector**

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

**Wholesale** 8%

- Services 21%
- Architecture, design and engineering firms 4%
- Stand construction 4%
- Advertising agency/graphic design 2%
- IT and security industry 2%
- Consulting 2%
- Other services 7%

**Industry** 20%

- Shop fitting industry 5%
- Consumer goods industry 3%
- Capital goods industry 2%
- Other industry 10%
- Other 11%

**Decision-making powers**

- Decisive 31%
- Contributory (jointly decisive) 26%
- Advisory function (consultative) 24%
- Not involved 13%

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*Difference to 100% = Pupil, student, not employed (6%)*