

# EuroShop

22.02.2026 - 26.02.2026 | Germany, Duesseldorf

## THE WORLD'S NO. 1 RETAIL TRADE FAIR

Since its debut in 1966, EuroShop has developed into the world's number one trade fair for retail investments. EuroShop is the international gathering place for everything concerning food and non-food retail, consumer and durable goods, wholesale, trade and restaurant chains. It is also a meeting point for architects, interior designers, graphic designers, decorators, visual marketing designers, visual merchandisers, exhibition organisers, advertisers and many more.

## Categories

### Shopfitting, store equipment & fixtures, architecture and store design

- Solutions for retail, with the focus on non-food
- Solutions for retail, with the focus on food
- Solutions for wholesale trade, cash & carry
- Solutions for the food service / catering industry
- Solutions for leisure facilities
- Solutions for retail banks and insurance companies
- Solutions for shopping centres
- Solutions for airport and railway station retailing
- Concepts and services
- Shop furnishings, display fittings
- Food preparation solutions
- Vending machines
- Shopping carts and baskets
- Storage facilities, storage technology
- Disposal, recycling, cleaning
- Building services engineering

### Lighting

- Lights
- Lamps
- Lighting planning and lighting concepts

### Refrigeration cabinets, frozen food display cabinets, cooling logistics

- Refrigeration cabinets, deep-freeze units
- Frozen food display cabinets, refrigeration systems, heat recovery systems
- Refrigerated and deep-freeze storage accommodation
- Cold rooms, deep-freeze rooms

- Equipment for refrigerated and deep-freeze storage

### **Visual marketing, sales promotion, POS marketing**

- Mannequins, figures and supplementary articles
- POS / POP displays
- Decorative shop furnishing
- Decorative aids
- Services for decoration and visual marketing
- Product presentation
- Advertising materials
- Outdoor advertising
- POS marketing services
- Dialogue marketing
- Mobile outlets

### **Retail technology**

- Solutions for stores, head office and e-commerce
- Security technology
- IT services

### **Exhibition stand construction, design, events**

- Exhibition stand construction / event construction
- Communication design
- Brand communication and live communication
- Event engineering
- Furnishings

### **General services**

- Banks and financial institutions
- Franchise systems
- Management consultancies
- Trade associations, research institutes
- Publishers, trade journals
- Training

### **Key Statistics**

Exhibitors: 1,830 from 55 countries

Trade Visitors: 81,000 from 141 countries

### **Special Info**

Cycle of event: Every three years

Link to the organizer's website: [EuroShop](#)