

# 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](#)