

EuroShop 2026: Global Retail Festival sends strong impulses for tomorrow's retail

Retailers invest in efficiency, experience and future-proofness

EuroShop's success story started with its debut as a trade fair for "Modern Shops and Shop Windows" in 1966. Six decades later the 23rd EuroShop has drawn to a successful close after five intense trade fair days in Düsseldorf. Registering over 81,000 trade visitors from 141 countries and 1,840 exhibitors from 61 nations, the world-leading trade fair for retailers' investment needs has lived up to its claim as the "Global Retail Festival". Two thirds of visitors came from abroad, with one in five travelling from countries outside Europe. The mood among exhibitors was very good overall. They praised not only the international flair but also especially the high decision-making competence of trade visitors. The latter in turn were highly satisfied with the presence of the market leaders and the completeness of ranges displayed in the 14 exhibition halls.

"EuroShop 2026 has demonstrated impressively that retail invests in its future – strategically, technology-driven and with a clear focus on efficiency and the customer journey at the same time," sums up Marius Berlemann, Chief Operating Officer at Messe Düsseldorf. "The international reach, the enormously high decision-making competence of visitors as well as the concrete willingness to invest all testify to how important EuroShop is as the leading global trade fair of the industry." EuroShop showed that budgets are spent selectively where increasing efficiency intersects with customer benefits. Interest focused especially on AI-based applications and check-out solutions, energy-efficient refrigeration technology, modern LED lighting as well flexible store fitting concepts.

"EuroShop not only highlights the key issues of retail but also retail's great willingness to change," explains Ulrich Spaan, Managing Director of the EHI Retail Institute, and adds: "Retail uses all opportunities to creatively and actively shape its future. Here AI and digital technologies not only serve to boost efficiency but also to develop new business models and further enhance the customer journey."

EuroShop's seven Dimensions mirrored the entire spectrum of ranges for modern retail: the biggest Dimension Shopfitting & Store Design proved with impressive stands and concepts how the classic shop floor develops into a



EuroShop

THE WORLD'S NO.1 RETAIL

TRADE FAIR 22 – 26 FEB 2026

DÜSSELDORF, GERMANY

www.euroshop.de



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multi-functional place for experiences and encounters. The Expo & Event area as well as the Dimensions Lighting und Retail Marketing also thrilled the audience. Sophisticated stand construction up to three storeys high, atmospheric lighting and impressive LED screens made strong visual statements. Occupying four halls, EuroCIS made it clear that technology has become the strategic backbone of retail. AI-based applications, automated processes and connected platforms optimise workflows along the complete customer journey – from merchandise management to the checkout. The Dimension Refrigeration & Energy Management highlighted the relevance of energy-efficient technologies in food service equipment and flagged up trends such as food service in retail and automation.

EuroShop's programme of side events met with very strong interest among visitors. On seven stages as well as numerous special areas industry experts discussed pressing retail issues. Both the thematically curated Guided Tours on the premises as well as the Store Tour to selected innovative store concepts in Düsseldorf went down very well. Once again, outstanding technological and design achievements were recognised with the renowned retail awards, the EuroShop Retail Design Award, the EXHIBITOR Magazine's EuroShop Award as well as the science award.

The next EuroShop will be held from 18 – 22 February 2029. EuroCIS will open its doors again from 16 – 18 February 2027.

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February 2026



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Seite 2