

EuroShop 2023

Where: Germany, Europe

When: 26 February 2023 - 02 March 2023



From 26 February to 2 March 2023 EuroShop, The World's No.1 Retail Trade Fair, will bring together the international retail world and its partners at Düsseldorf Exhibition Centre for the 21st time already. Like every three years, it will also serve as the international highlight for the global retail sector in the coming year – and be as important as ever. Especially after the last three challenging years retailers are searching for contacts, opportunities and perspectives that only a global innovation and information platform like EuroShop can offer: "Offline retail was hit hard by the Covid crisis. Now it's time to act," says Elke Moebius, Director of EuroShop, and goes on to say: "Many companies have used the lockdown months to re-think and re-design their sales areas and are investing in comprehensive remodelling projects. Here, EuroShop comes at precisely the right time."

Physical retail stores have changed from being purely "places-to-shop" to "places-to-be". Shoppers want to have a good time, enjoy culinary delights, meet friends, attend a reading and lots more. Shopping in a familiar atmosphere with personal assistance is, of course, still an integral part of the retail DNA but no longer exclusively. Flexible room design and pop-ups are trending just as much as are infotainment areas with interactive digital offerings. The metaverse is also in "the starting blocks" in retail.

These trends are reflected by EuroShop 2023 that will feature the accustomed, versatile line-up, high quality and the coherent concept of the eight Dimensions:

- Shop Fitting & Store Design/Visual Merchandising (Halls 10,11,12)
- Surfaces & Materials (Hall 13)
- Lighting (Hall 9)
- Food Service Equipment (Hall 14)
- Refrigeration & Energy Management (Halls 14, 15, 16, 17)
- Retail Technology (Halls 4,5,6,7a)
- Retail Marketing (Halls 3 + 4)
- Expo (Hall 1)

Key players on board

Booking levels for EuroShop 2023 are good; particularly well received are the Dimensions Retail Technology, Refrigeration & Energy Management as well as Shop Fitting, Store Design & Visual Merchandising. The list of renowned companies on the exhibitors' part is already long. Find an extract here:

Refrigeration & Energy Management

Arneg, Bitzer, Carel, CIAM, Criocabin, Danfoss, ebm-papst Mulfingen, Emerson Climate, Epta, Frost-Trol, ISA, Kaplanar, Luve Group, Pastorfrigor, Rehau, Schott, Viessmann, Wurm.

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