



EuroShop

The World's Leading Retail Trade Fair

5 – 9 March 2017

Düsseldorf · Germany

www.euroshop.de

EuroShop 2014 Fair Profile

Based on the results of 2,186 interviews conducted
by means of the Computer Interview System

Subject to change
UI-MF/April 2014

Exhibitors total 2,229

Exhibitors by origin	
Germany	816
Other countries	1,413
Number of countries	56

Net space total (sqm) 116,579

Net space by origin	
Germany	46,308
Other countries	70,271

Accredited journalists 960

Number of countries	33
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Visitors total 109,496

Visitors by origin	
Germany	37 %
Other countries	63 %
Number of countries	100

Germany

West Germany	47 %
South Germany	24 %
North Germany	13 %
Southwest Germany	11 %
East Germany	6 %

Other countries

Europe	68 %
- EU	56 %
- Other european countries	12 %
Asia	11 %
- South/East/Central Asia	7 %
- Middle East	4 %
South and Central America	7 %
North America	6 %
Africa	4 %
Australia/Oceania	2 %

Countries of origin (Top 7)*

The Netherlands	8 %
Great Britain/Northern Ireland	8 %
Italy	6 %
France	6 %
Belgium	6 %
USA	5 %
Switzerland	5 %

Industrial sector**

Retail trade	26 %
Industry	19 %
Architecture/Design office	10 %
Other services	9 %
Stand construction/Event agency	7 %
IT and security industry	6 %
Advertising agency/Graphic designer	6 %
Wholesale trade	4 %
University/college of higher education/technical college	1 %
Other	8 %

Area of responsibility**

Management	20 %
Sales, distribution	16 %
Store construction, store equipment, store design	11 %
Marketing, advertising, PR	9 %
Research, development, design	8 %
Visual Merchandising	5 %
Buying, procurement	4 %
Manufacture, production	
quality control	4 %
Business Development	3 %
Information and communication technology	3 %
Other	10 %

Occupational position

Independent entrepreneur, co-owner, freelance employee	24 %
Department head/group leader	20 %
Managing director, board member, head of an authority	16 %
Area, operations, plant, branch, manager, office head	14 %
Employee, civil servant, specialist	14 %
Student, pupil	5 %
Trainee	3 %
Other	2 %
Lecturer, teacher	1 %
Not working	1 %

Interest in product ranges

(Several answers possible)

Shop fittings, fixtures	45 %
Visual Marketing/Visual Merchandising	32 %
Architecture/Store Design	32 %
Lighting	31 %
Sales promotion, POS marketing	27 %
Trade fair construction, design, events	22 %
Information technology	17 %
Cool cabinets/fixtures, refrigeration appliances	15 %
Security technology	11 %
Others	4 %

Decision-making powers**

Decisively	33 %
Contributory	31 %
In an advisory capacity	20 %
No influence	10 %

Reasons for visit

(Several answers possible)

Innovations/trends	52 %
Search for new suppliers and business partners	37 %
Contact to existing suppliers and business partners	33 %
Preparation of purchase decision	11 %
Purchase/Order	5 %

New suppliers were found

(Basis: Visitors looking for new suppliers and business partners)

Yes	72 %
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Overall assessment

Satisfied	97 %
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Recommendation of EuroShop

Yes	95 %
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* Basis Other countries

** Difference to 100% =

Pupil, student, not gainfully employed (6%)

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