

## EuroShop 2026: Discover innovations in retail with guided tours

### Premiere for store tour focusing on innovative retail concepts in Düsseldorf

EuroShop 2026, the Global Retail Festival in Düsseldorf, will offer guided tours from 22 to 26 February 2026. Designed for trade visitors seeking fast and focused inspiration, the tours provide a compact overview of the latest innovations in retail. Curated by industry experts, these tours provide exclusive insights into current trends, future solutions and best practice examples from the international retail industry.

The guided tours are conducted in small, compact groups and follow clearly defined themes, leading participants to selected exhibitors showcasing relevant industry solutions and the latest developments across the EuroShop exhibition halls. All tours are held in English. They take place once on the opening day and once on the final day of the trade fair, then twice daily, from 23 to 25 February, with one tour in the morning and one in the afternoon. Each tour lasts approximately two to two and a half hours. Tickets for the guided tours can be purchased from the official EuroShop ticket shop. A valid trade fair ticket is required to participate.

Focus is on the following topics:

- **Innovation Tour RetailTech:** This tour highlights forward-looking technologies such as AI-based systems, automation and smart store solutions that strengthen brick-and-mortar retail digitally and efficiently. Participants will explore fresh ideas, innovative approaches and practical applications from the EuroCIS (Retail Technology) dimension.
- **Guided Tour Energy Management & Optimisation:** This tour provides practical insights into how retail companies can enhance efficiency and strengthen their competitiveness through the use of intelligent energy and resource management systems.



**EuroShop**

THE WORLD'S NO.1 RETAIL

TRADE FAIR 22 – 26 FEB 2026

DÜSSELDORF, GERMANY

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- **Guided Tour Sustainable Materials & Store Design:** On this tour, participants will discover how future-oriented store concepts can be combined with environmental awareness. Exhibitors specialising in shopfitting, store design and visual merchandising present innovative, resource-saving solutions for floors, walls, ceilings, surfaces and furnishing elements.
- **Guided Tour Foodservice Equipment (free of charge, conducted in German, Monday and Wednesday only):** Presenting the latest technical and digital solutions from the retail catering sector, this tour also includes opportunities for discussion and expert insights.

### **Düsseldorf Store Tour: Experience retail design in an urban context**

For the first time, EuroShop is taking visitors beyond the trade fair site with a guided tour: the Düsseldorf Store Tour invites visitors to experience retail design in the city centre. Innovative retail concepts will be presented at selected locations, showcasing the creation of contemporary worlds of experience through the interplay of community, storytelling and digitality. Lasting approximately three hours, the tour provides in-depth insights into current trends in brick-and-mortar retail with a particular focus on fashion and food retail. It combines inspiration with analysis, offering a first-hand look at international retail design trends in an authentic urban setting. The tour starts at the trade fair site. Tickets are available from the official EuroShop ticket shop.

Further tours are offered by EuroShop exhibitors and partners. Information can be found at [www.euroshop-tradefair.com/en/program/tours](http://www.euroshop-tradefair.com/en/program/tours)

### **About EuroShop**

EuroShop is the world's leading trade fair for the retail industry and takes place every three years in Düsseldorf. It brings together the international who's who of retail, industry, architecture, design and technology, covering the entire retail value chain. Across seven experience dimensions, EuroShop showcases innovative solutions, forward-looking concepts and trends shaping the future of retail – from retail technology and shop fitting & store design to lighting, expo & event, food service



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equipment, energy management and retail marketing. With its high-calibre supporting programme, practical formats and strong international appeal, EuroShop serves as the central platform for exchange, inspiration and innovation in global retail.

**Your press contact EuroShop**

Yvonne Manleitner, Senior Manager MarCom (Press & PR)

Desislava Angelova, Manager MarCom (Support)

Tel.: +49 (0)211/4560-577/-242

Email: [ManleitnerY@messe-duesseldorf.de](mailto:ManleitnerY@messe-duesseldorf.de)

[AngelovaD@messe-duesseldorf.de](mailto:AngelovaD@messe-duesseldorf.de)

January 2026



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