SPECIAL REPORT

Insights from EuroShop 2020
Overview

In February, 2,300 companies from 57 nations exhibited at EuroShop 2020 in Düsseldorf, Germany. A total of 94,000 visitors attended to gather information on new products, trends, and concepts for retailers and their partners within the 16 exhibition halls.

“We are delighted that EuroShop once again successfully proved to be the most relevant platform for the global retail community when it comes to trends, inspiration, and networking. Our exhibitors deserve the highest praise for their loyalty. With their innovative power, they were once again the major attraction for an entire industry,” says Erhard Wienkamp, managing director at Messe Düsseldorf.

Exhibitors especially praised the high international attendance at EuroShop. Seventy percent of the visitors traveled to Düsseldorf from countries other than Germany. Large delegations came from Brazil, Australia, and New Zealand. With a total of 142 countries on the visitor side, the number of nations represented increased once again compared to the previous event in 2017.

“This high level of international interest clearly documents the dynamism of the global retail world and the exceptional position EuroShop enjoys as its economic engine,” states Michael Gerling, chairman of the EuroShop Advisory Board and CEO of the EHI Retail Institute Cologne.

“The success of online trading is really encouraging retailers: They have realized that they have to give customers reasons to come into the store beyond the product range. Competition has pushed the entire retail sector to the next quality level. Investments are being made in shopfitting to create worlds of experience,” explains Gerling. “In addition, digitization is booming in the retail sector. On the one hand, it enables retailers to offer customers even more services and to link online and offline channels, and on the other hand it simplifies processes, logistics and much more.”

The exhibitors also praised the high professional qualifications of the visitors, in particular their pronounced decision-making authority, as 70% of the attendees held top management positions. Many of them also took advantage of the best-practice examples presented on the eight stages to get information about future-oriented trends in retail. The Expos & Events as well as the varied lecture programs on individual stages were well attended. The numerous specials at EuroShop, including the Start-up Hub, the Designer Village, and the Premium City were also well received.

Overall, 96% of the trade fair visitors were satisfied with their visit and confirmed the outstanding position of EuroShop as a trend barometer, networking platform, and the largest event in the retail sector.

Be sure to join us at the next EuroShop in Düsseldorf, Germany from Feb. 26-March 2, 2023.

The following pages contain highlights from the Retail Marketing Stage hosted by Shop!, along with insights and photos on retail technologies, changes in POP displays, retail environments and materials from our members during their time at the show. We would like to thank DAGO, s.r.o., Great Northern In-Store, JGA, and POPAI Australia/New Zealand for their submissions. The following pages are just the tip of the iceberg. For more photos from EuroShop 2020 please visit http://medianet.messe-duesseldorf.de/press/euroshop/main.
Shop! Presentations

SHOP! HOSTED THE RETAIL MARKETING STAGE at EuroShop 2020 with free daily presentations and discussions on POS Marketing. Topics included Shopper Marketing, Retail Technology, Shopper Behavior, Multichannel, Trends and Innovation. Here is a sampling of the many presentations on the Retail Marketing stage.

To help retailers, brands, and suppliers understand how changes to retail will impact their businesses, Shop! discussed six trends that will shape the future of the marketplace. Shop! Executive Director Todd Dittman and Global Development Director Leo van de Polder provided a brief but insightful exploration of these trends and what you can do to position yourself for success.

Jerry Fox, President at Bish Creative Displays, presented two topics during the show. First, Jerry talked about, How to Win in Design-Win at your customer, Win at retail, Win with the customer. The next day he discussed, How to Create Retail Theatre on a budget—a deep dive into what resonates with shoppers and what they expect out of their retail experience.

During her session, Future Proof Your Brand by Unveiling its Roots, Kim Tchai, CEO of Tchai International, shared the entrepreneur tools to reveal a brand’s essence and create more genuine connections with the consumer.

In her presentation, Today in Retail, Cindi Kato, Vice President, CallisonRTKL discussed the “blurring of the lines” with Retail and other design practice groups, such as Healthcare, Commercial, Hospitality, Workplace, High Rise Residential, etc.. She shared how clients are approaching collaboration to create multifaceted experiences.

Bruce Barteldt, Partner & Chief Innovation Officer at Little, discussed how retail is changing for both the customer and the developer of shopping destinations during his presentation, Air: The Pop-up Park. For customers, it’s all about fresh trends, constant change and a desire for authenticity. For developers, the game has changed—long-term, huge leaseholds are no longer in demand. Air is a solution that resolves both of these challenges in one artful solution.

James Farnell, Partner & Retail Practice Leader at Little shared Tokyo Central, illustrating how multi-disciplinary design can make a powerful impact on your business, customer experience and the communities you serve. This multi-generational market is a cultural catalyst that gets results through building cultural connections between their customers.

During, Digital is Making Retail Better, Ashley Gorrie, Gorrie, CEO, shared how today’s retail metrics don’t yet allow us to correlate sales data to in-store interactions and experiences. This is why her company launched InstinctIOT, a proprietary software which allows them to track and report traffic, product engagement and screen views, providing more accurate data about how brands in-store product demonstrations are being used. Digital is making retail better.
Retail Technologies

**THIS YEAR’S EUROSHOP** once again achieved its reputation as a global event that everyone in retail should visit. Visitors saw everything from high-tech concepts, traditional POP communication media, smart cabins, robots, and floor coverings to clothes hangers and doughnut bakeries.

Compared to the previous EuroShop three years ago, there was a continuous and meaningful evolutionary shift in the not-long-ago revolutionary technologies. Presented solutions offered practical integration and functional reconciliation of communication, omnichannel, automation, personalization and analytics, not only under the direction of new specialized companies, but also tech global leaders such as IBM, SAP, Microsoft, Fujitsu, and others.

Among the technologies presented at the Trade Fair were Bluetooth tags without the need for batteries, which can solve the disadvantages of RFID technology and replace it to a great extent. Furthermore, **LCD screens** were connected in their content via QR code to the user’s mobile device. For example, customers can buy groceries directly from a recipe, or choose cosmetics based on Sources of models with make-up.

**Smart cabins** also have been innovated so you can set up lighting according to the time of day, order required quantity for testing, or take pictures from 360° and share the sources or print them directly. The whole system is connected to analytics, which processes and uses the data to create customized offers. In smart cabins, a customer not only sets the lighting at his choice, but he can also be graphed from 360°.

**LCD screens** can also be connected to a smart shelf where customers can move selected products to predetermined positions for more information.

Today, **smart shelves** can better adapt content according to basic socio-demographic data, which is evaluated by the face recognition technology, or according to the distance a customer is passing by. If he/she is distant, the shelf entices him/her to a product or a competition; if he/she comes closer, it communicates specific characteristics of a product or details of a competition. Real-time analytics about the flow of customers, interactions, or conversions is commonplace.
There were also innovations with imaging technology, which can be applied to a facade advertising or an interactive projection on a floor responding to customer’s movement, or into various formable compositions.

There was a presentation of a waterproof variant of LED and its application within a navigation system connected to Wi-Fi, which will allow navigation through a store. Using the mobile application, shoppers tick the desired product in the shopping list, and using the navigation he is directed to the product section and the LED indicator lights up in the sales area.

Another original invention was the so-called sonic chair, where a customer can choose the desired music from the playlist and enjoy surrounding sound quality from all sides.

Another attention-grabber was the gravity up-lifter, which made selected products levitate on the principle of magnetism.
INSIGHTS FROM EUROSHOP 2020

ROBOTS
On the other hand, robots changed only minimally as their development has stagnated over the past six years. They continue to be used mainly as an image supplement or a simple information provider, so we still have to wait for functional assistants. Robots usually have only an image and information function. So far, the “smarter” ones are used only within the automated In-Store audit.

SMART DISPLAYS
Smart displays were all around the show. Companies are innovating to find solutions to make the physical retail space smart, so there is better data and engagement to improve lifts.

LIGHTING
Like EuroShop 2017, this show continued to impress visitors with the various lighting options that could be used to highlight product and capture a shopper’s attention. This is foreseen to continue to grow in the retail market.

TOUCH TO TECH
Fixtures “smarter than the average dog” were grounded with natural materials, farmers market stand sensibility, connecting the customer with the familiar in the digital world.

SELF STAFF
Self-checkout, self-dispensing, assisted self-selecting, and even self-cooking brought out the “maker” in all of us. Objectives such as sustainability, ecology, efficiency, and fun, are driving self-staffing to become a key part of the shopping experience.

HIGH ENGAGEMENT
The lowly shelf, previously only a vehicle to hold and contain product, now becomes an apparatus by hosting signage, interactivity, and shopper analytics. Information is at your fingertips and increasingly mechanisms to allow you to shop, order for remote fulfillment, or customize.
POP Displays

FEW MAJOR POP INNOVATIONS or creative jewels were seen at EuroShop this year.

One of the globally and systemically asserting approaches was the unification of secondary displays in order to achieve maximum efficiency and sustainability. Flexible, versatile displays were seen as ways brands could customize their appearance while streamlining the logistic process with respect to the environment.

In addition, a number of POP media showed an emphasis on pro-activity, for example, the brand Nutella with its stopper. In this case, not only the sound track, but also a suggestive robotic hand was activated by a motion sensor, which literally forced a chocolate bar to a passer-by.

MATERIALS
Cutting-edge eco-friendly components for temporary displays made entirely from fiber instead of the traditional material of plastic. The clips are a gamechanger for the temporary display market, being both 100% recyclable and compostable. The design uses a natural fibre that decomposes within 90 days and can go into the same recycling stream as the cardboard display it is attached to. In addition to this, the natural fiber is FSC certified.

RAW BOARD MATERIAL MADE OF GRASS PAPER.
The product is constructed from 30% grass and 70% recycled paper. To create the paper, green grass cuttings are prepared using a mechanical process without chemicals or water, with the paper having a textured surface with an organic appearance. A QR code printed on the side of displays that allows shoppers to view the environmental credentials of the display, including FSC certifications and cardboard, and ink types used.

REUSABLE/MODULAR SOLUTIONS
Several reusable systems were noticed. Floorstands made of plastic and metal that ship collapsed, get set-up at retail, and then can be re-skinned with messaging over many promotional periods.

Motion Sensor Technology at EuroShop 2020
https://vimeo.com/405049932/87a8d793db

Insights from EuroShop 2020
Retail Environments

TEXTURES/FINISHES/PATTERNS
Many differentiating finishes enable displays to tie to their purpose and stand out.

Lots of patterns were observed, often with laser cuts in metal to create rich, layered looks. A move from simple solid surfaces to more details.

Industrial looks, combining dark metal with aged woods were also very prevalent.

GEOMETRY
“Habitats” made of “streamlined frames,” cubes, huts—even tree canopies—define the proportions, edge of view, and create a sense of separation from the surrounding architecture. This creates a series of moments in the environment. The area within the frame becomes its own separate world from table top to stage, shadow box to cart, and defines the what, the where and the how of what the focus should be.

COLORS
Green (the color) Fresh & Sustainable
It was very hard to notice any particular color trend, but one color was a little ahead of the rest: green. And not just for the color itself. Fresh was a very common theme, particularly when shown for food. It also has a connotation of new. Green also represented sustainability, a major theme running through the show.
**Color Blast**
Unrestrained, overscaled, bold application was loud and clear.

**Boldly Neutral**
Color isn’t the only way to stand out. Dramatic textures, dimensional relief, the play of shadow and light, all within a neutral color palate draws and keeps attention.

**MATERIALS**
Unique connections of material and process of “donor” material (e.g. recycling) shown in proximity to the result.

**BORROWED SPACE**
Outdoor scenes as backgrounds for product display created expanded visual space from literal images to the effects of dabbled light.

**ENGAGING EXPERIENCES**
Creating engaging experiences were highlighted throughout the show. This example, for Nespresso coffee, had a steaming coffee cup that could dispense coffee aroma as well.
GREENHOUSE
As a manifesto against the digital world, living plants, primal materials, and nature as a “wallpaper” bring the outside in. A forest of olive trees, carpets of ferns and moss, bouquets that anticipate that spring is just around the corner, and the sounds of nature relieve the senses, calm the spirit and renew the soul.

HOME TO STORE
The influences of home furnishing trends from the ubiquitous modern farmhouse to the revival of Scandinavian and Mid-Century Modern organic design are bringing the sense of home into the store. The ubiquitous use of the elements of home, gable, front door was evident throughout. There was also a celebration of the “tiny house” movement.

Residential peak, gable, window and doors to communicate a warm, inviting and cozy sensibility was ever present. Something that we can all find safety and comfort in these days.
Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,200 member companies and affiliates worldwide from 25 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events.