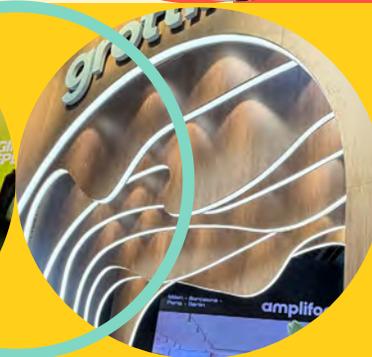
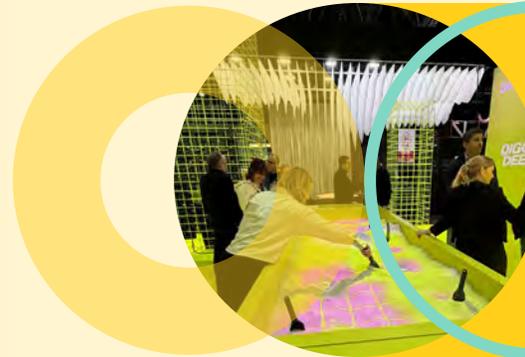




The
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The Next Chapter of Retail.

Insights from EuroShop 2026
& How to Apply Them



Introduction

From Innovation to Implementation

EuroShop 2026 brought together retail suppliers, technology innovators and design specialists from across the world, presenting the next evolution of shopfitting systems, display architecture, lighting, materials and retail technology.

What emerged was not simply new ideas, but a recalibration of how physical retail is designed, delivered and measured at scale. Modular frameworks, embedded LED, integrated RFID, AI-driven analytics and circular material systems are now positioned as operational foundations rather than future concepts.

Across the halls, display evolved into architecture. Digital was integrated into form rather than applied as surface. The most effective environments were not the loudest, but the most resolved, where visual impact was engineered with discipline and technology supported product clarity.

This shift reflects the consumer expectations identified in our 2026+ Global Consumer Trends report. Shoppers increasingly seek transparency, confidence and seamless navigation.

Trade fairs present scale and possibility. Our role is to interpret what matters. This report identifies the most commercially relevant signals from EuroShop 2026 and translates them into practical direction for physical retail environments, examining what changed across materials, systems and technology, why those shifts matter for consumer expectations and store performance, where investment should be prioritised, and what scalable implementation requires.

The competitive advantage lies not in adopting every innovation, but in applying the right technologies with clarity and consistency across the estate.



Modular & Adaptive Infrastructure | Built for Continuous Change

What We Saw

Modularity formed the structural backbone of many display designs.

Display systems were designed to be:

- Reconfigurable rather than fixed
- Tool-less and efficient to install
- Lightweight but structurally robust
- Integrated with digital components
- Built for refresh rather than replacement

Even visually ambitious installations were often supported by repeatable systems underneath.

Why It Matters

Retail environments are operating on compressed timelines. Product updates are frequent, campaigns are shorter, and estates must remain agile. Static infrastructure limits responsiveness and increases long-term cost.

Adaptive systems enable:

- Faster campaign changeovers
- Reduced installation disruption
- Greater multi-site consistency
- Improved lifecycle efficiency

Impact built on modular foundations can scale. Impact built as one-off architecture cannot.





Where to Focus Investment

Prioritise systems that are designed to evolve.

Look for:

- Reconfigurable frameworks that support multiple campaigns
- Integrated digital components that can be updated without structural change
- Materials and finishes that withstand repeated reconfiguration
- Standardised components that simplify multi-site rollout.

Investment should reduce future rebuilds not create them.

Delivery Considerations

Modular systems only deliver value if they are managed properly across an estate. This requires coordinated oversight from initial estate audits through to refresh planning and reconfiguration.

At scale, that typically means:

- Clear asset tracking and storage strategy
- Structured refresh cycles
- Installation teams trained in system reconfiguration
- Ongoing maintenance planning for integrated digital elements

Without operational structure, modularity creates complexity.
With it, it drives efficiency.

AI, RFID & Store Intelligence | Intelligence Behind the Experience

What We Saw

AI was visible – but largely practical rather than conceptual.

The focus was on:

- Display performance monitoring
- Real-time stock visibility via RFID
- Data-informed merchandising tools
- Planning optimisation systems
- Self-service checkout infrastructure
- Integrated omnichannel collection points

The narrative centred on smarter store management.

Why It Matters

Operational intelligence improves shopper experience when it simplifies the journey.

It supports:

- Better product availability
- Reduced checkout friction
- Improved merchandising decisions
- Greater stock confidence

When well implemented, intelligence is invisible. When layered without clarity, it overwhelms. The opportunity lies in using data to remove friction not introduce feature overload.





Where to Focus Investment

Prioritise intelligence that delivers measurable operational benefit.

This may include:

- RFID in high-value or fast-moving categories
- Analytics tools that inform replenishment and merchandising
- Self-service systems that improve speed without removing human support
- Integrated omnichannel infrastructure that connects store and digital

Technology should improve clarity and performance not complexity.

Delivery Considerations

Technology improves experience only when fully integrated into store operations.

AI dashboards and RFID systems require more than installation, they require ownership.

Successful deployment depends on:

- Early infrastructure planning (power, data, connectivity)
- Defined responsibility for content and system updates
- Performance monitoring across locations
- Clear maintenance protocols, SLA's & proactive + reactive contract
- Retail support helpdesk

Without operational oversight, digital investment becomes underutilised. With it, it becomes measurable advantage.

Digital Impact & Lighting Hierarchy | Impact vs Distract

What We Saw

Digital advancement was significant across the halls:

- Ultra-thin LED panels
- Transparent screens
- Digital wrapped around sculptural forms
- Integrated colour lighting within structures
- Large-scale immersive content

The technical possibilities are expanding rapidly.

Yet the strongest environments avoided digital saturation, using technology to enhance product visibility rather than compete with it.

Why It Matters

Digital can:

- Capture attention
- Guide movement
- Reinforce storytelling
- Elevate brand presence

But overuse creates:

- Visual fatigue
- Product distraction
- Reduced dwell clarity

Retail performs best when product remains the focal point.
Digital should attract and enhance not dominate.
Lighting should create hierarchy not noise.





Where to Focus Investment

Invest where digital and lighting strengthen product clarity.

This means:

- LED framing that highlights rather than floods
- Transparent or integrated screens that complement structure
- Clear content strategy that avoids constant motion overload
- Lighting design that supports navigation and focal zones

Visual impact should be intentional not excessive

Delivery Considerations

Integrated screens and lighting systems introduce structural and operational complexity.

Screens influence fixture design.
Lighting affects spatial hierarchy.
Content impacts maintenance cycles.

Effective integration requires alignment between:

- Structural engineering
- Power distribution
- Content strategy
- SLA's & proactive + reactive contract
- Retail support helpdesk

When coordinated correctly, digital elevates product.
When layered without discipline, it increases cost and distraction.

Sustainable Materials & Circular Thinking | From Statement to System

What We Saw

Sustainability felt embedded rather than performative.

Materials included:

- Hemp composites
- Seaweed-based substrates
- Recycled denim applications
- PET-derived furniture
- Recyclable mesh systems
- Lightweight reusable structures

There was visible emphasis on disassembly, reprocessing and reuse.
The shift is toward lifecycle thinking.

Why It Matters

Sustainable infrastructure now supports operational logic.

It intersects with:

- Replacement frequency
- Waste reduction
- Cost predictability
- Regulatory resilience

The value lies in systems that endure not simply materials that signal virtue.





Where to Focus Investment

Prioritise infrastructure that extends useful life.

This includes:

- Durable modular systems
- Materials designed for repeat use
- Energy-efficient lighting
- Structures that can be repaired, refreshed or reconfigured

Sustainability should reduce rebuild not require it.

Delivery Considerations

Material experimentation must perform beyond concept.

Successful rollout depends on:

- Structural validation and testing
- Scalable sourcing capability
- Clear lifecycle planning
- Defined recovery or reuse pathways

Sustainability without operational logic increases complexity.
Sustainability engineered into infrastructure reduces long-term cost and waste.

The Clear Direction

Across immersive environments and operational systems alike, four consistent signals emerged:

- **Infrastructure must adapt**
- **Technology must inform**
- **Digital must be applied with control**
- **Materials must endure**

Innovation is not becoming quieter, it is becoming more deliberate.

The most effective retail environments combine visual impact with operational intelligence, ensuring that creativity is supported by systems that scale.

Conclusion

Designed for Impact. Engineered for Performance.

EuroShop 2026 confirmed that the future of retail display lies in aligning creativity with capability.

The brands that will lead are those who:

- **Create environments that capture attention**
- **Build them on adaptable foundations**
- **Support them with measurable intelligence**
- **Execute them consistently across their estate**

Innovation captures interest. Operational discipline sustains performance.

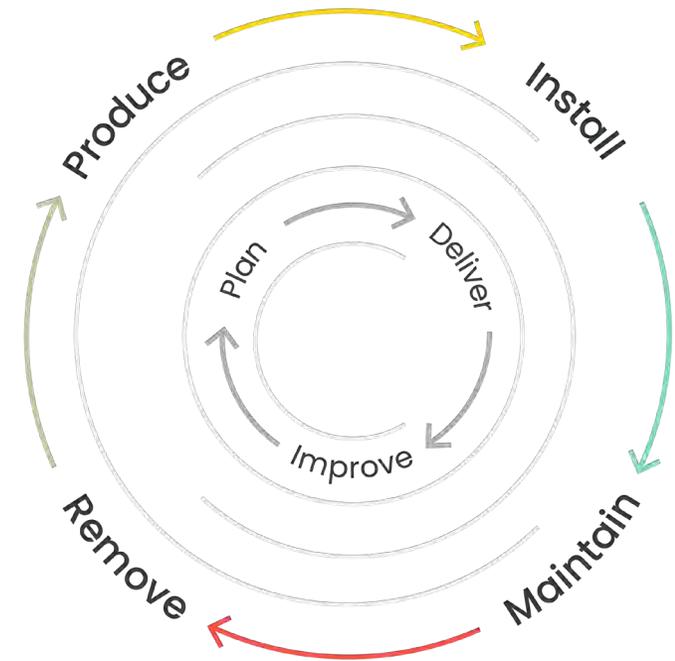
The opportunity now is to evaluate where your retail infrastructure can evolve and where targeted investment will deliver lasting commercial return rather than short-term visibility.

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