



Press Release

"The Next Now" – NRF 2026: Retail's Big Show Europe, the leading international retail event in Europe

PARIS, February 26th, 2026 – NRF 2026: Retail's Big Show Europe, the premier international retail event in Europe, will take place in Paris Sept. 15-17, 2026, for its second edition. Following NRF Retail's Big Show in New York City and NRF Retail's Big Show Asia Pacific in Singapore, the Paris event will explore the theme "The Next Now," examining the transformations reshaping European and global retail today and in the years ahead.

Against a backdrop of technological acceleration, the rise of artificial intelligence, constantly evolving consumer expectations, and sustainability imperatives, **NRF 2026: Retail's Big Show Europe** will bring together retail decision-makers to share practical insights, case studies, and operational solutions addressing the industry's ongoing transformation.

An event shaping the future of retail

Over three days, **NRF 2026: Retail's Big Show Europe** will focus on the industry's key growth areas including intelligent supply chains, personalized customer journeys, circular design, and cross-border collaborations.

The event will bring together more than 12,000 attendees representing 4,200 innovative brands, 525 exhibitors, and 200 speakers from more than 60 countries, along with more than 100 exclusive sessions. The event will showcase the latest advancements in retail digitalization, customer experience, and operational performance across a large exhibition space. Experiential formats, such as guided tours and visits to Parisian concept stores, will further enhance the attendee experience.

The event will feature keynote presentations from leading global executives and breakout sessions to explore practical case studies from around the globe.

An international advisory board supporting sector transformation

The NRF 2026: Retail's Big Show Europe [advisory board](#) is composed of international retail industry leaders, including Aliyah Khaki, Technology Innovation Manager at Marks & Spencer; Olaf Maecker, VP of AI & Automation at Metro Digital; Nijole Kvietkauskaitė, CEO of IKI; and Bård Kvamme, Retail Director at Norrøna. Together, they offer strategic insight and support innovation and cross-border collaboration within the European retail landscape.

The Next Now – the future doesn't wait. It's already here.

For more information, visit <https://www.nrfbigshoweurope.com>

Press registration will open in April.

About Retail's Big Show Europe

Europe's most important retail event will take place in Paris from 15 to 17 September 2026. Be inspired by top retail leaders from across Europe in one of the world's most dynamic, consumer-focused markets. Over three days, retail professionals from around the globe will gain access to high-level content, explore the latest industry solutions and innovations, and discover cutting-edge technologies in the Innovators Showcase and Startup Hub.

About NRF

The National Retail Federation passionately advocates for the people, brands, policies and ideas that help retail succeed. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$5.3 trillion to annual GDP and supporting more than one in four U.S. jobs – 55 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies. nrf.com

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 80 cities across 20 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris and Vinexpo, the leading global network of business events dedicated to wines and spirits; Who's Next; Les Assises de la cybersécurité; Foire de Paris; Retromobile; the Salon du Chocolat; and L'Étudiant.

Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries. The Comexposium Group is jointly owned by SIPAC, a subsidiary of the Paris Île-de-France Chamber of Commerce and Industry, and Crédit Agricole Assurances