



Press release

## **""Retail Together" – NRF 2025: Retail's Big Show Europe Shaping the Future of Commerce**

**Paris, 24th March 2025** – [NRF 2025: Retail's Big Show Europe](#), the largest retail event in Europe, will take place in Paris from 16 to 18 September 2025. This inaugural edition marks the fusion of Paris Retail Week's legacy with the global expertise of the National Retail Federation. By bringing together the strengths of the European and North American retail markets, the event will fully embrace its theme: Retail Together.

"NRF Retail's Big Show: Europe will be the most comprehensive retail gathering in Europe and marks a significant shift from a national gathering to a truly international experience," said Arnaud Gallet, Retail Business Unit Director at Comexposium. "Five years post-pandemic, the retail industry remains resilient and agile and is repositioning itself for a new generation of consumers and profound evolution as artificial intelligence drives innovation and efficiency at every level."

Retailers are faced with meeting the demands of consumers worldwide who are experiencing heightened uncertainty amid political change, ongoing regional conflicts and the tightening of family budgets. NRF Retail's Big Show: Europe will address major challenges and opportunities facing the retail market including:

- Seamless, unified retail
- Store design innovation and technology
- Logistics and the supply chain
- CSR and ESG
- Expansion of marketplaces
- Payments innovation
- CRM systems
- The intelligent use of data
- Fraud and cybersecurity

The event will feature a world-class exhibition and exclusive tours with more than 480 international exhibitors including Vusion Group, Relex, Stripe, Zebra, NielsenIQ, SOTI and SymphonyAI. The expo hall will span 25,000 m<sup>2</sup> across two pavilions (Hall 4 and Hall 6), and will highlight the latest advancements in retail digitalization, logistics, seamless solutions and customer engagement technologies. Expo tours will be offered as well as store tours of innovative retail spaces throughout Paris.

The Innovation Lab & Startup Hub is a dedicated space spotlighting breakthrough technologies and emerging brands that are shaping the future of commerce, and the Big Ideas sessions will serve as a platform for exhibitors to showcase cutting-edge innovations and emerging trends.

Throughout the conference, international CEOs will deliver keynote speeches, offering their strategic vision on the future of retail. In addition, senior industry leaders will take part in topic-based breakout sessions to discuss key challenges and opportunities facing the sector. These interactive sessions allow attendees to explore solutions tailored to their specific business needs.

NRF and Comexposium successfully launched [NRF 2024: Retail's Big Show Asia Pacific](#) last June, and this first edition in Paris, will unite the retail ecosystem across Europe.

For more information, visit <https://www.nrfbigshoweurope.com/en-GB>  
Press accreditations will open in May.

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### **About Retail's Big Show Europe**

Europe's most important retail event will take place in Paris from 16 to 18 September 2025. 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 Innovation Lab and Startup Zone.

 [nrfbigshoweurope.nrf.com](https://nrfbigshoweurope.nrf.com)

**About NRF**

The National Retail Federation (NRF) passionately advocates for the people, brands, policies, and ideas that drive retail success. Headquartered in Washington, D.C., NRF supports the industry that powers the economy. Retail is the largest private-sector employer in the United States, contributing \$5.3 trillion to annual GDP and supporting more than one in four American jobs—55 million workers. For over a century, NRF has represented every retailer and retail employee by informing, inspiring, and showcasing the industry's powerful impact on local communities and the global economy.

 [nrf.com](https://nrf.com)

**About Comexposium**

Comexposium Group is one of the world's leading event organisers, creating events that bring communities together to explore businesses, passions, and interests. Comexposium hosts more than 150 trade and consumer events, connecting 48,000 exhibitors with 3.5 million visitors year-round. In the retail sector, Comexposium is behind market-leading brands such as NRF Retail's Big Show, Siec, One-to-One events in France and Monaco, Franchise shows in the U.S., and ad:tech and iMedia in the Asia-Pacific region.

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