

Press Release

In-Store Asia 2026 Concludes Successfully, Highlighting the Future of Retail Innovation

[Mumbai, May 2026] In-Store Asia 2026 successfully concluded at the Bombay Exhibition Centre, Mumbai, reaffirming its position as the leading platform for retail innovation, store design, visual merchandising and in-store solutions in the Indian subcontinent.

Over three impactful days, the exhibition brought together leading retail brands, technology providers, designers, VM specialists, architects and solution providers from across the industry. The 17th edition featured **80 exhibitors** and welcomed **5072 attendees**, creating a vibrant platform for business networking, industry collaboration and future-ready retail discussions.

The exhibition showcased the latest advancements in retail technology, digital signage, visual merchandising, lighting, fixtures, POP solutions, experiential retail and sustainable store design. Exhibitors presented innovative concepts and solutions to enhance customer engagement and transform modern retail environments. This year, the show also featured two brand-new highlights on the exhibition floor - **Designers' Pavilion & Retail Tech Integration**. While Designers' Pavilion brought forth a dedicated creative platform for retail designers and VM experts to showcase visual storytelling and futuristic store concepts, Retail Tech Integration shone a spotlight on next-gen solutions—including AI-driven tools, smart store ecosystems, and seamless omnichannel technologies.

The concurrent conference sessions and industry forums witnessed enthusiastic participation from prominent retail leaders and experts who shared insights on evolving consumer behavior, omnichannel experiences, AI-driven retail, experiential formats and the future of physical retail in an increasingly digital world.

One of the key highlights of the event continued to be the VM&RD Retail Design Awards, an evening celebrating excellence and innovation in visual merchandising and retail design across distinct categories. At the much-awaited VM Challenge, 6 teams of Visual Merchandisers raced against time to create stunning window displays under the theme 'Little Worlds, Big Imaginations' that was disclosed on spot.

As a member of the globally renowned EuroShop Trade Fair Family, In-Store Asia once again demonstrated the growing momentum, adaptability and innovation shaping the retail industry in India and the wider Asia-Pacific market.

The next edition of In-Store Asia, scheduled from **12-14 May 2027** in **Mumbai**, promises to further strengthen industry connections and provide a powerful platform for discovering the future of retail.

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21 22 23 Hall 4
MAY 2026 Bombay Exhibition Center
Goregaon (E), Mumbai, India

About the Organiser:

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. Besides organising successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

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