

Retail Marketing Trends

On Day 3 of EuroShop 2020 in Düsseldorf, Germany, the [Scan Display](#) team explored the show's retail marketing halls and compiled this gallery of interesting retail marketing ideas. The biggest trend in retail marketing is the use of digital elements to create a great in-store experience. The growth in digital platforms adds a whole new dimension to customers' retail experience.



Virtual spray paint graffiti and interactive sales.



Transparent video walls for retail advertising.





Recycled retail shelf edge profiles.



Curved flexible LED screens for retail advertising applications.





Transparent screens for retail displays.



Laser cutting for signage and other retail advertising solutions.





A vibrant red created by hidden front lighting.



Curved structure with coloured LED strip lighting in the structure.





Projection onto the floor.



Acrylic finishes in vibrant colours.



Printed vinyl floor graphic.



Logos and company description cut into the back wall.



Multiple use of downlighters with edge lighting and back lighting.



Edge-lit steps.



There are many different applications of LED screens including transparent LED screens used as curtaining, curved and funneling LED screens used on pillars in retail stores, and transparent screens used over shop windows to create additional marketing platforms. On one exhibit, LED screens were used to create a virtual store.

Most of the point-of-sale units were made from the usual materials seen in the retail industry. Although most of the shelving was quite traditional, there were a few shelving systems with innovative modular designs.

View [#EuroShop2020 Day 2: Expo Stand Trends](#).

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