

THE MEETING PLACE FOR RETAILERS SINCE 2003

# SPORT ACHAT HIVER

27,28, 29  
JANUARY 2025

ALPEXPO  
GRENOBLE

[WWW.SPORT-ACHAT.COM](http://WWW.SPORT-ACHAT.COM)



## KEEP GOING !

### A Successful Edition of Sport Achat and Promising Prospects for the Future

The feedback from the vast majority of visitors and exhibitors points to the same conclusion: Sport Achat Winter 2025 was a **resounding success**.

### Numbers Matter

For those who love figures, here are some key stats that highlight the success of this 2025 edition. As announced, the threshold of **520 brands** was surpassed (with 270 exhibitors in total). This translated into approximately **20,000m<sup>2</sup>** of exhibition space, an **8%** increase compared to the previous edition, bringing it back to pre-Covid levels.

Visitor numbers also saw a **10%** rise compared to the 2024 edition, with a continued strong presence from the Auvergne-Rhône-Alpes and Provence-Alpes-Côte d'Azur regions.

### Expanding Beyond Borders

With its position as Europe's leading professional ski trade show, Sport Achat has set its sights on expanding its reach beyond French borders, both in terms of visitors and exhibitors. Since neighboring and European markets share similar needs, challenges, and timelines, the Sport Achat team has made significant financial and human investments over the past year to promote the event internationally. "We recorded around 70 foreign exhibitors, with Italy, Switzerland, and the Netherlands leading the way," says *Michael Hutin, Sportair Project Manager*. Among them, American brands **Columbia** and **Patagonia** made their return, alongside **Peak Performance** and the emerging brand Uppervoid. "Another great achievement was welcoming 60 international retailers from six different countries, along with numerous foreign brands visiting the show as potential future exhibitors," adds *Mathieu Kurtz, CEO of Sportair*. "We started from scratch in this area, and the progress we've made is very encouraging. We plan to build on this momentum."

## Elevated Booths, Unchanged DNA

One noticeable trend this year was the choice of several major brands to upgrade their booth designs. From Scott to Atomic, CMP, Sunset, and Elevate, many exhibitors opted for premium stands, reflecting a shift in international investment toward national events and a commitment to long-term stand designs.

Despite this upscale trend, Sport Achat remains committed to being a practical trade show, focused on facilitating orders and brand discovery. "This should not become an arms race. The priority remains ensuring that exhibitors get a strong return on investment," emphasizes Mathieu Kurtz.



## An Expanding Experiential Toolbox

For several years, Sport Achat Winter has positioned itself as an inspiration and reflection hub for retailers navigating a rapidly evolving industry. In addition to well-established **conferences** and **moodboards**, this year introduced **the Retail Café concept**. The goal: to create a welcoming yet functional space where professionals can discuss the future of retail and explore new services and skills.

Workshops on equipment repair, boot fitting, and merchandising were held in this space. Around thirty retailers, for example, worked with Manon from Atelier Visuel (Visual Merchandiser) to tackle merchandising challenges.

"The discussions, averaging about an hour, were highly valuable," says Manon. "There were also many conversations between brands and retailers, both looking for merchandising solutions to optimize in-store collection presentations. This shows that their needs are closely aligned."



## Retailers and Store Owners

### Speak Out

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"Sport Achat is a must-attend event to meet all our suppliers in one easily accessible location. All Ski Shop Group buyers attended. With 42 stores, that's a lot of people! This creates strong networking opportunities and enhances supplier relationships. The show is professional, well-stocked, and friendly."

*David GIRAUD - President, SKI SHOP Group:*

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Not too far, at the right place, at the right time! This is a highly professional show. It gives us a comprehensive snapshot of the market at a key moment, essential for selecting and ordering products for our stores. It's a crucial step, just before the holidays, for finalizing textile and accessory orders and defining our equipment selections. Our retailers found the show's scale to be optimal, with a well-balanced product offering."

*Arnaud BENOIST - Head of Mountain Outdoor, SPORT 2000*

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"It's important to be here to forge new partnerships with brands. This trade show is like Disneyland for me—there's so much to see!"

*Jérémy MARCHETTI - CEO, RUNNING RANDO CONSEIL*

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"It's a gathering place where all our group members come to place orders and pick up catalogs. We were pleasantly surprised by the high turnout on Monday—there was a great turnout, and many of our members responded to the call."

*Fabien DELEGLISE - Sales Network Developer, DANISPORTS*

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**SEE YOU AT THE NEXT EDITIONS! JOIN US FOR **SPORT ACHAT SUMMER ON SEPTEMBER 7-8 AT ALPEXPO AND FOR SPORT ACHAT WINTER 2026 ON JANUARY 26-28, 2026.****

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