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Sport-Achat Winter – 5 major trends shaping the 2026 edition of Europe's leading ski trade show

26–27–28 January 2026, Alpexpo Grenoble

November: the first snowflakes, the last leaves falling, ever-shorter days, Black Friday and Christmas on the horizon... but also Sport-Achat Winter entering its final stretch of commercialisation !

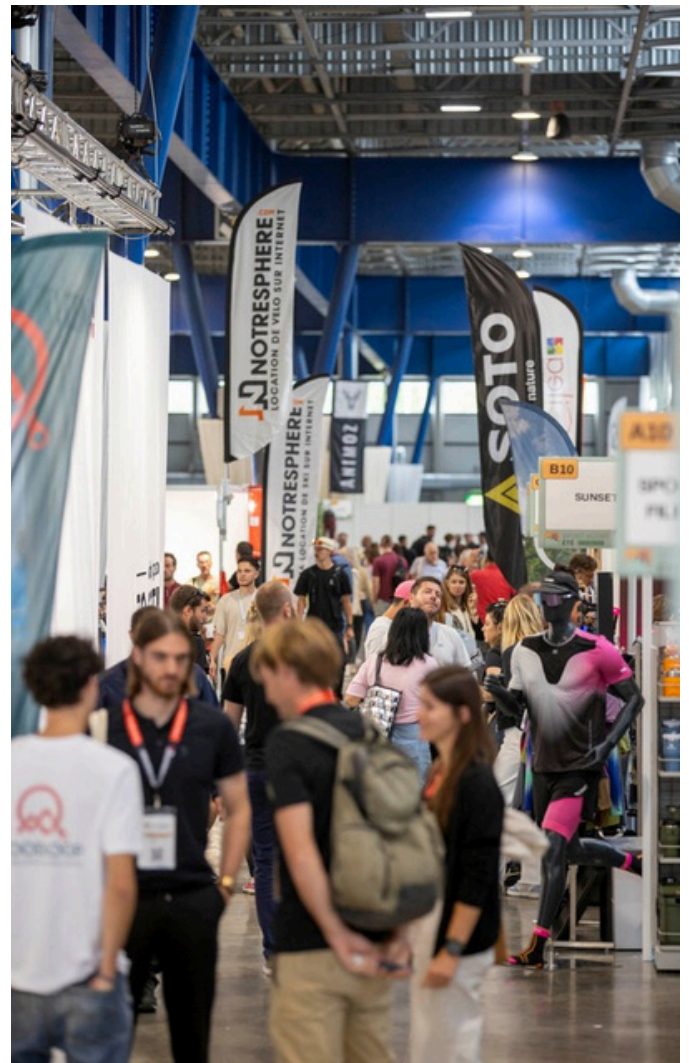
And this year, autumn has been particularly dynamic. The Sportair teams have been hard at work and have identified several strong commercial trends.

1. A reinforced status as the No.1 European ski trade show

More than 50 ski and snowboard brands are already on board!

Just like the 2025 edition, the event is set to confirm its position as the essential professional gathering for winter sports equipment.

Impossible to list them all: all the major brands in the industry will be present for the 2026 edition! Retailers can expect a complete product offer and a show that fully assumes its position as a major European ski industry event.



2. Strong growth in textile brands

While hardware largely contributes to the national and now European reputation of Sport-Achat Winter, the textile segment is also gearing up for a strong presence in 2026, with an increase both in the number of stands and the number of brands represented.

3. A broader international expansion

These trends—both in hardware and textile—are helping Sport-Achat Winter continue its shift in scale, with an increasingly European scope.

Several exhibiting brands are strengthening their presence with teams from neighbouring countries, while new brands from the United Kingdom, Italy, the Netherlands or Spain have confirmed their direct participation this season.

4. Earlier brand registrations compared to last year

Last year's momentum was already impressive, but the trend is even stronger this season with more than 300 brands already registered.

5. The outdoor retail sector in all its dimensions

A stronghold of technical outdoor and mountain equipment, Sport-Achat Winter aims to be a much more comprehensive trade show.

Its mission? Allow every retailer to consider all their orders, needs and services in one single place.

This 2026 edition will feature a wide range of textile and lifestyle accessories, as well as exhibitors specialising in shop fittings, software solutions and even signage.



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