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SPORT ACHAT HIVER

26,
27 & 28
JANUARY
2026



ALPEXPO
GRENOBLE

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Sport-Achat Hiver: a well-established and carefully considered anchor in the January B2B calendar

JANUARY 26–28, ALPEXPO GRENOBLE

January will be intense, active, decisive, and stimulating for many players in the outdoor sports and ski market, both in terms of in-store activity and the organization of professional meetings to prepare for the 2026/2027 season.

Scheduled for January 26, 27 and 28, Sport-Achat Hiver will mark the close of the first month of the year. Its timing offers an ideal strategic positioning, at the start of the crucial winter holiday period and following an increasingly busy January in ski resorts (+3% attendance in French ski areas in January 2025 compared to January 2024)*.

This positioning is also ideal as it follows immediately after on-snow ski tests organized individually by certain brands in early January, as well as the two tests organized by Union Sport & Cycle in the Alps, with the Ski Force Pro stages in Flaine (January 12–13) and Courchevel Le Praz (January 19–20). The third edition of this professional event will take place the week after Sport-Achat, in Serre Chevalier, on February 2–3

« We are delighted with this co-construction of the professional ski events calendar alongside Union Sport & Cycle. Our shared objective is to meet the needs and constraints of our exhibiting brands and visiting retailers »

MATHIEU KURTZ, CEO OF SPORTAIR, THE COMPANY ORGANIZING THE TRADE SHOW

« The calendar is optimal. It allows the majority of retailers to test equipment in real conditions on the slopes, while continuing discussions and finalizing orders at Sport-Achat »

STÉPHANIE BLOCH, VICE PRESIDENT OF THE MOUNTAIN COMMISSION AT UNION SPORT & CYCLE

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