



# EuroHorse gives you the most horsepower for your money.

Welcome to Northern Europe's biggest  
venue for all horse lovers



**EuroHorse**

20-23 FEBRUARY 2025  
THE SWEDISH EXHIBITION &  
CONGRESS CENTRE, GOTHENBURG

# EuroHorse is the absolute high point of the year for all horse and equestrian sports enthusiasts

Visitors gather here from all over the country. In addition to sharing a genuine interest in horses, they are dedicated, committed and have plenty of purchasing power.

We had **74,380** visitors and **200** exhibitors from **10** countries.

In 2024 the average visitor bought items for about SEK **2,000**.





# Facts

**78%** of exhibitors scored their overall impression as very good/good

**97%** of exhibitors plan to exhibit next time

**68%** of the exhibitors met their goals with their participation

The average visitor

bought items for about SEK **2,000**

**89%** rated their overall impression as very good/good

**93%** bought something at EuroHorse

**39%** plan to buy items after their visit



# Why exhibit at EuroHorse 2025?

- Do good business at a fair where visitor purchasing power is strong
- Gain exposure for your brand and strengthen it directly within your target group
- Check out the competition: meet colleagues from the industry
- 75,000 equestrian enthusiasts at the venue
- Everything under one roof: fair, competitions, hotel and restaurants





# Sweden – one of Europe's Most horse-dense countries

The country has enjoyed significant success in equestrian sports, contributing to a widespread interest in horses. Sweden has a large number of business activities relating to horses and equestrianism, including shops (goods and equipment), vets, trainers, feed and bedding, horse shoeing, accommodation, breeding and rearing, transportation and events. Horse-related products are in high demand, and the Swedish horse industry makes a direct socioeconomic contribution of 31.3 billion SEK (2019).



## Brief facts

- Sweden has a horse population of roughly 360,000.
- The horses are in approximately 75,000 locations
- The Swedish horse industry's direct socio-economic contribution is SEK 31.3 billion.
- The impact of Sweden's horse industry represents 0.5% of the GNP.
- The industry generates 16,900 year-round jobs.
- With the inclusion of knock-on effects, turnover amounts to SEK 72 billion and 38,000 year-round jobs.

# More than half of the visitors own a horse

61% of our visitors own horses. This is a strong target group, and a large share of them plan their purchases before visiting EuroHorse.

# Nearly half of the visitors have dogs

48% of visitors at EuroHorse have a dog. There is strong interest in our dog-related products and services, and we have a large area for dog displays.





# What the exhibitors say

## Richard Östling, Head of sales, Polaris

” This year was the first time we exhibited in our own booth at EuroHorse. Our products, ATVs in various models, can be used for all sorts of tasks, not least arena dragging. We are making a significant effort to become the number one brand for equestrian sports and have encountered a great deal of interest and a diverse customer group at the fair. Very positive! The models start at 120,000 SEK, and we have sold for over a million SEK during the fair. Additionally, we have received about 20 leads. We are extremely satisfied!

## Hampus Carlsson, Event coordinator, The Swedish Armed Forces

” As an equal opportunity authority, we want to attract more women into the organization. Many young equestrian athletes possess the very qualities that the Armed Forces are looking for. Our booth has been very busy, with visitors testing their endurance and reaction time in various activities. We have also answered many questions and feel that EuroHorse is the perfect place for us to be.

## Maria Åkerberg, CEO, Maria Åkerberg AB

” EuroHorse is the perfect venue for us because many horse owners use makeup and skincare products. This is the only time of the year we meet our customers in person; otherwise, we sell online. Our best-seller is Scalp Treatment Rosemary, which promotes hair growth, along with various special offers on body and facial care. Our booth has been incredibly busy throughout the fair, and we are extremely satisfied!

## Magnus Lindberg, Owner, Horse Partner

” Exceeded expectations! We showcased five two-horse cars in price ranges from 850,000 to 1,100,000 SEK. We sold two of them directly on the exhibition floor and received around 30 serious leads to follow up on. Additionally, we sold several used horse cars. Despite the economic situation, this was nearly the best horse fair we've attended! We have already booked a spot for next year.

## Anna Walters, Teacher, Bollerup Agricultural High School

” We are at EuroHorse to market ourselves and showcase our excellent equine high school in Skåne. We have had the opportunity to talk about our programs and have encountered great interest among the young people at the fair. Many have also signed up for our trial days in March and October, so we are very satisfied!

## Ann Herrman, Popup Manager, All In Equestrian

” We are an entirely new clothing brand, owned by the H&M group. Our riding clothes come in many colors and have features specially adapted for sports activities. The interest has been tremendous, much greater than we anticipated. Our booth has been extremely busy, and we have met all our goals. This has been a great success, and we are already looking forward to EuroHorse 2025!

## Watch our video



# Venue Advertisements

## Digital Screen at Entrance 5

- One image in a loop
- Price: SEK 20,000
- Max three exhibitors

## The Cloak Room Entrance 5

- One printed poster
- Price: SEK 20,000
- One exhibitor has exclusive rights

## The Arcade Corridor Pillars

- One image in a loop
- Price: Contact for quotation
- Max three exhibitors

## Unlock even more exposure opportunities!

Contact Christian Pfolz for more information.

## Advertising – Toilet Doors

- All toilet doors
- Price: SEK 15,000
- Size: A4, placed in frames on the doors
- One exhibitor has exclusive rights

## Swing Doors – Entrance 5 – Large

- Promoting your company with stickers
- Price: SEK 35,000
- One exhibitor has exclusive rights

## Swing Doors – Entrance 5 – small

- Promoting your company with stickers
- Price: SEK 25,000
- One exhibitor has exclusive rights

## Mobile Screens Inside The Exhibition

- One image in a loop on 4 different screens
- Price: SEK 15,000
- Max three exhibitors

## Give aways, Product Distribution

- Your company's give away is distributed in one of the entrances to the visitors
- Price SEK 10,000
- One exhibitor has exclusive rights



# Reserve your place today at EuroHorse 2025

If you want a really good location at EuroHorse on 20–23 February 2025, make sure you book your stand in time. Contact us today!



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