



Meet over 70,000 equestrian enthusiasts

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



EuroHorse

19-22 FEBRUARY 2026
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 **72,000** visitors and **190** exhibitors from **10** countries.

In 2025 the average visitor bought items for about SEK **2,000**.



Facts

76% of exhibitors scored their overall impression as very good/good

86% of exhibitors plan to exhibit next time

69% 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

94% bought something at EuroHorse

45% plan to buy items after their visit



Why exhibit at EuroHorse 2026?

- A unique opportunity to engage with a large community of horse enthusiasts in a single location.
- Make profitable deals at the fair, where purchasing power stays strong year after year.
- Do business directly on the exhibition floor. In 2025, the average visitor spent approximately 2,000 SEK.
- EuroHorse is arranged alongside the Gothenburg Horse Show, one of the world's leading indoor equestrian competitions. Everything is gathered under one roof – the exhibition, competitions, restaurants, hotels, and more.
- Gain exposure for your brand and strengthen it directly within your target group.



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.

EuroHorse attracts horse enthusiasts from all over Sweden, as well as from other parts of Europe and the world. The typical visitor has a strong interest in equestrian activities, with multiple family members involved in riding, and is a member of an equestrian club.

More than half of the visitors own a horse

68% 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

42% 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

Peter Jansson
CEO, Kingsröd

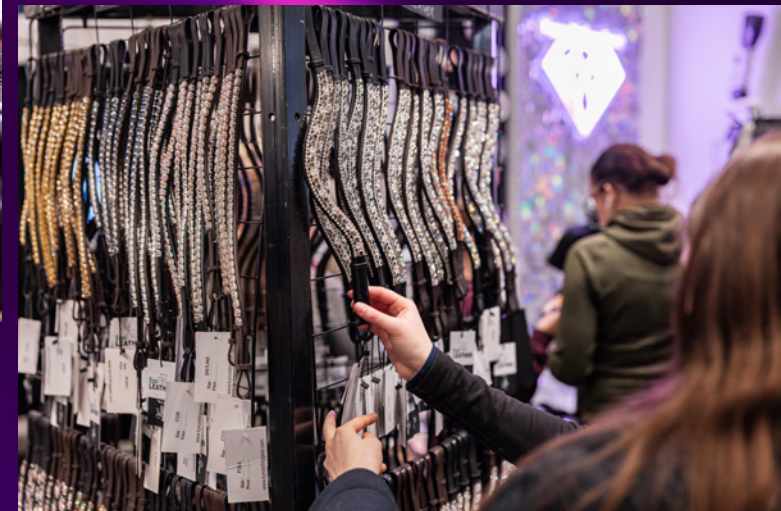
” We have received great interest at this year's fair. We showcased four two-horse vehicles priced just under a million SEK, and a 5- to 6-horse bus with living quarters for just over 6 million SEK. We've closed several deals and received several strong leads, even for the large bus. This feels really good!

Jonas Schönstedt
Co-founder, All In Equestrian

” We received a fantastic response at this year's EuroHorse! We have a close collaboration with Peder Fredricson and other top riders, creating the clothing in partnership with them. Peder, who also signed autographs at our stand, has painted a horse that we used as a printed design on T-shirts, bags, hoodies, and scarves – it became incredibly popular!

Camilla Hofsten
MillaMi Agency/Hést

” Absolutely fantastic! This was our first time at EuroHorse, and we've had a lot of visitors at our stand. The knitted sweaters by the brand Hést attracted especially great interest. The FAM Genser, a double-knit sweater made from kid mohair and merino wool that both warms and provides wind protection, became a best-seller. Perfect for riders!



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 30,000
- 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 40,000
- 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

EuroHorse gives you the most horsepower for your money.

Reserve your place today at EuroHorse 2026!

If you want a really good location at EuroHorse on 19–22 February 2026, make sure you book your stand in time. Contact us today!



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