

Canada Fashion Events Market By Type (Fashion Shows, Trade Shows/Exhibitions, Fashion Contests, Others) , By Revenue Source (Ticket Sale, Sponsorship, Others) By Organizer (Fashion Houses, Fashion Designers, Event Management Companies, Others) : Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

Canada Fashion Events Market

The Canada fashion events market was valued at \$0.8 billion in 2023 and is projected to reach \$1.8 billion by 2034, growing at a CAGR of 6.3% from 2024 to 2034.

The fashion events market is a part of the extensive fashion industry that comprises fashion weeks, trade shows, runway shows, and product launches. These events are the platform where designers and brands display their innovative collections of apparel, jewelry, and other accessories. The aim of such events is to engage with industry professionals and attract media attention. Fashion events serve as trendsetters as they play a critical role in inclining the direction of the extensive fashion industry.

Expansion of the fashion sector in Canada with the emergence of international and domestic brands & designers acts as a key driver of the market. In addition, the growing economy of the country has enabled designers to conduct high-profile events and trade fairs, thereby augmenting the development of the market. Furthermore, increase in the availability of sponsorships & investments by the government and various private institutions is propelling the market growth significantly. A notable trend acquiring traction in the Canada fashion events market is the digitalization of shows as several

designers are shifting toward virtual fashion events to display their collections. The digital transformation of events is enhancing their global reach and attracting a diverse base of audience.

However, stringent competition from global fashion hubs such as New York and Paris limits the media coverage & attention of buyers. This impacts the recognition of Canada fashion events and restrains the growth of the market. Moreover, the fashion industry is a highly dynamic sector with constantly evolving trends and customer preferences. This presents challenges for the brands & designers to create new designs and cater to individual preferences, thereby hampering the market growth. Contrarily, designers in the country have now shifted their focus toward representing the cultural roots and nativeness of the country in their collections. This is anticipated to attract a new segment of audience for the events and the market is poised to witness lucrative opportunities in the future. For instance, the Vancouver Indigenous Fashion Week conducted in 2024 showcased designs that aligned with the preferences of Indigenous youth. The aim of the event was to open new opportunities for the indigenous population and increase awareness among the non-indigenous ones.

Segment Review

The Canada fashion events market is segmented into type, revenue source, and organizer. On the basis of type, the market is divided into fashion shows, trade shows/exhibitions, fashion contests, and others. As per revenue source, it is classified into ticket sale, sponsorship, and others. Depending on organizer, it is categorized into fashion houses, fashion designers, event management companies, and others.

Key Findings

On the basis of type, the fashion shows segment held the highest share of the market in 2023.

As per revenue source, the sponsorship segment acquired a notable stake in the market in 2023.

Depending on organizer, the fashion houses segment dominated the market share in 2023.

Competition Analysis

The key players operating in the Canada fashion events market include IMG Canada, Production Mode, Allure Event Management, Pink Martini, Jacob Hacker Events, Globe Events, Agency 21, Moda Fashion Group, Luxury Events Canada, and Aperture Events. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Type

Fashion Shows

Trade Shows/Exhibitions

Fashion Contests

Others

By Revenue Source

Ticket Sale

Sponsorship

Others

By Organizer

Fashion Houses

Fashion Designers

Event Management Companies

Others

Key Market Players

IMG Canada

Production Mode

Allure Event Management

Pink Martini

Jacob Hacker Events

Globe Events

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