

Corporate Event Market By Event Type (Conference/Seminar, Trade Shows/Exhibitions, Incentive Programs, Company Meetings, Others), By Industry (Financial services, Information Technology, Real Estate and Infrastructure, Automotive, Others), By Platform (Virtual events, Hybrid events, Physical events), By Event location (Tier 1 Cities, Tier 2 Cities, Tier 3 Cities), By Audience (International, Domestic): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The corporate event market was valued at \$330.90 billion in 2023 and is estimated to reach \$730.70 billion by 2035, exhibiting a CAGR of 7% from 2024 to 2035.

Corporate events are planned gatherings aimed at fulfilling particular business goals, such as boosting brand recognition, encouraging teamwork, inspiring staff, introducing new products, or strengthening connections with clients, partners, and stakeholders. These events can vary widely in scale and format, from major conferences, trade fairs, and product unveilings to smaller occasions like workshops, training sessions, staff meetings, team-building exercises, and appreciation dinners. Typically customized to suit an organization's specific objectives, corporate events offer opportunities for information exchange, networking, and strategic development. They play a vital role in enhancing internal communication, reinforcing corporate culture, and driving business success.

Rise in interest in unique event formats, such as secrecy-themed events, silent conferences, lunch clubbing, and project-focused gatherings, along with the importance of diverse elements within corporate events, is anticipated to drive the market growth in the coming years. In addition, the presence of numerous competitors in the event services industry is intensifying market competition, further fueling overall market expansion.

Economic uncertainty is a major factor hampering the growth of the corporate event market, as companies typically become more conservative with their spending during times of financial instability. In unpredictable market conditions, businesses often reduce budgets and focus on core expenses, which can result in decreased investment in corporate events. As a cost-saving measure, organizations may delay, downsize, or cancel events such as conferences, seminars, and incentive trips, favoring more affordable options like internal meetings or virtual events instead, further restraining the growth of the market.

Segment Review:

The corporate event market is segmented into event type, industry, platform, event location, audience, and region. By event type, the market is categorized into conferences/seminars, trade shows/exhibitions, incentive programs, company meetings, and others. By industry, it is divided into financial services, information technology, automotive, direct selling or MLM industry, and others. The financial services segment is further categorized into banking and insurance. By platform, it is fragmented into a physical event, virtual event, and hybrid event. By event location, it is fragmented into a tier 1 cities, tier 2 cities, and tier 3 cities. By audience, the market is bifurcated into International and audience. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, Russia, and the rest of Europe), Asia-Pacific (Japan, China, Australia, India, South Korea, ASEAN, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, South Africa, United Arab Emirates, Chile, and rest of LAMEA).

Key Findings:

By event type, the conference/seminars segment dominated the market in 2023.

Depending on industry, the information technology segment dominated the market in 2023.

By platform, the physical event segment dominated the market in 2023.

By event location, the tier 1 cities segment dominated the market in 2023.

By audience, the domestic segment dominated the market in 2023.

Region-wise, Europe dominated the market in 2023, holding the highest market share.

Competition Analysis:

The major players profiled in the report include 360 Destination Group, Access Destination Services, LLC, BCD Travel Services B.V., BI Worldwide, CWT, Flight Centre Travel Group (FCM), Creative Group, Inc., ITA Group, Maritz Holdings, Inc., and Reed Exhibitions Ltd.

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Investment Opportunities

Average Consumer Expenditure

Additional company profiles with specific to client's interest

Key Market Segments

By Platform

Virtual events

Hybrid events

Physical events

By Event location

Tier 1 Cities

Tier 2 Cities

Tier 3 Cities

By Audience

International

Domestic

By Event Type

Conference/Seminar

Trade Shows/Exhibitions

Incentive Programs

Company Meetings

Others

By Industry

Financial services

 Subtype

 Banking

 Insurance

Information Technology

Real Estate and Infrastructure

Automotive

Others

By Region

North America

 U.S.

 Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

South Korea

India

Australia

Asean

Singapore

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

Saudi Arabia

United Arab Emirates

South Africa

Chile

Rest of LAMEA

Key Market Players

Flight Centre Travel Group (FCM)

BCD Travel Services B.V.

Reed Exhibitions Ltd.

Maritz Holdings, Inc.

Access Destination Services, LLC

CWT

Creative Group, Inc.

360 Destination Group

BI WORLDWIDE

ITA Group

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