

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): Global Opportunity Analysis and Industry Forecast, 2023-2032

<https://marketpublishers.com/r/F5E832A27DE6EN.html>

Date: August 2024

Pages: 250

Price: US\$ 2,439.00 (Single User License)

ID: F5E832A27DE6EN

Abstracts

The global fashion events market was valued at \$33,590.4 million in 2022, and is projected to reach \$61,490.2 million by 2032, registering a CAGR of 5.3% from 2023 to 2032.

The fashion events market is a vibrant, evolving sector of the economy that includes a broad spectrum of shows, activities, and celebrations centered around fashion. In order to connect, express creativity, and discover the newest trends, these events provide a platform for designers, businesses, and fashion fans.

A few examples of the various ways that fashion events can be planned include runway shows, trade fairs, fashion weeks, and pop-up shops. The most prestigious ones, though they occur all around the world, are hosted in well-known fashion hubs like New York, Paris, Milan, and London. These occasions promote networking and teamwork among those involved in the fashion business in addition to exhibiting new collections.

The global fashion events market is analyzed on the basis of type, revenue source, organizer, and region. By type, the market is divided into fashion shows, trade shows/exhibitions, fashion contests, and others. By revenue source, the market is segmented into ticket sale, sponsorship, and others. Depending on the organizer, it is

classified into fashion houses, fashion designers, event management companies, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market for fashion events is crucial for influencing customer preferences, setting trends, and enhancing the financial health of the fashion sector. In addition to giving established businesses a platform to stay current, it also gives up-and-coming designers a chance to be seen. A lot of fashion events have also increased their reach as a result of the development of digital media by streaming live performances and interacting with a large online audience. Due to the fashion industry's rising awareness of social and environmental issues, inclusion and sustainability have recently become crucial themes in the market for fashion events. Fashion events will remain a crucial engine of creativity, inspiration, and business in the world of fashion and design as industry develops.

Sustainability has emerged as a key subject in the market for fashion events. Many events now give priority to sustainable methods as environmental and ethical issues in the fashion sector gain attention. Sustainable fashion weekends, like the Copenhagen Fashion Summit, emphasize the promotion of environmentally friendly products, moral manufacturing practices, and thrifty consumption. This change indicates the industry's dedication to social issues and environmental responsibility, which is in line with shifting customer ideals.

In addition, inclusivity and diversity are valued in the fashion events industry. A larger variety of body sizes, genders, and cultural origins need to be represented in fashion events, as this is becoming more widely acknowledged. Intentional efforts are being made by brands and organizers to support diversity both on the runway and off it. In addition to reflecting societal advancement, this openness appeals to customers who seek authenticity and representation from the fashion business.

The market for fashion events was significantly impacted by the COVID-19 pandemic. Numerous physical events had to be canceled or postponed, which compelled the planners to adopt virtual formats. Despite the difficulties, this sped up the industry's adoption of digital technologies. The use of augmented reality, virtual fashion shows, and 3D presentations has become standard, enabling designers to engage their audience in fresh ways. Hybrid events that blend real-world and virtual components will probably continue as the world slowly recovers from the pandemic, providing more flexibility and accessibility.

Thus, the market for fashion events is a dynamic and flexible industry that continues to influence the fashion sector's landscape. It acts as a crossroads for innovation, commerce, and culture, igniting trends, supporting diversity, and advancing sustainability. The market is changing to satisfy the shifting needs of both industry insiders and customer demand, with technology acting as a driver. The future of fashion is being shaped by fashion events even as they change and expand.

The key players operating in the fashion events market have adopted product launch and business expansion as their key strategies to expand their market share, increase profitability, and remain competitive in the market. The major players operating in the global fashion events market are IMG, Eventbrite, Inc., Production Resource Group, L.L.C., Fashion Nova, LLC, Reed Exhibitions Limited, Farfetch Limited, Fiera Milano S.p.A., Messe Frankfurt GmbH, Zalando SE, and GL Events Group.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the fashion events market analysis from 2022 to 2032 to identify the prevailing fashion events market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the fashion events market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global fashion events market trends, key players, market segments, application areas, and market growth strategies.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Historic market data

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

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Netherlands

Rest of Europe

Asia-Pacific

China

Japan

South Korea

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

Saudi Arabia

South Africa

United Arab Emirates

Rest of LAMEA

Key Market Players

Eventbrite, Inc.

Farfetch Limited

Fashion Nova, LLC

Fiera Milano S.p.A.

GL Events Group

IMG

Messe Frankfurt GmbH

Production Resource Group, L.L.C.

Reed Exhibitions Limited

Zalando SE

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
 - 3.3.1. Moderate bargaining power of suppliers
 - 3.3.2. Moderate threat of new entrants
 - 3.3.3. Low threat of substitutes
 - 3.3.4. Low intensity of rivalry
 - 3.3.5. Low bargaining power of buyers
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.1.1. Rise of social media and digital platforms
 - 3.4.1.2. Fashion education and talent development
 - 3.4.1.3. Collaborations and partnerships
 - 3.4.2. Restraints
 - 3.4.2.1. Cost and budget constraints
 - 3.4.2.2. Political and regulatory challenges
 - 3.4.3. Opportunities
 - 3.4.3.1. Event marketing and PR
 - 3.4.3.2. Growing fashion brands and retailers

CHAPTER 4: FASHION EVENTS MARKET, BY TYPE

4.1. Overview

4.1.1. Market size and forecast

4.2. Fashion Shows

4.2.1. Key market trends, growth factors and opportunities

4.2.2. Market size and forecast, by region

4.2.3. Market share analysis by country

4.3. Trade Shows/Exhibitions

4.3.1. Key market trends, growth factors and opportunities

4.3.2. Market size and forecast, by region

4.3.3. Market share analysis by country

4.4. Fashion Contests

4.4.1. Key market trends, growth factors and opportunities

4.4.2. Market size and forecast, by region

4.4.3. Market share analysis by country

4.5. Others

4.5.1. Key market trends, growth factors and opportunities

4.5.2. Market size and forecast, by region

4.5.3. Market share analysis by country

CHAPTER 5: FASHION EVENTS MARKET, BY REVENUE SOURCE

5.1. Overview

5.1.1. Market size and forecast

5.2. Ticket Sale

5.2.1. Key market trends, growth factors and opportunities

5.2.2. Market size and forecast, by region

5.2.3. Market share analysis by country

5.3. Sponsorship

5.3.1. Key market trends, growth factors and opportunities

5.3.2. Market size and forecast, by region

5.3.3. Market share analysis by country

5.4. Others

5.4.1. Key market trends, growth factors and opportunities

5.4.2. Market size and forecast, by region

5.4.3. Market share analysis by country

CHAPTER 6: FASHION EVENTS MARKET, BY ORGANIZER

6.1. Overview

6.1.1. Market size and forecast

6.2. Fashion Houses

6.2.1. Key market trends, growth factors and opportunities

6.2.2. Market size and forecast, by region

6.2.3. Market share analysis by country

6.3. Fashion Designers

6.3.1. Key market trends, growth factors and opportunities

6.3.2. Market size and forecast, by region

6.3.3. Market share analysis by country

6.4. Event Management Companies

6.4.1. Key market trends, growth factors and opportunities

6.4.2. Market size and forecast, by region

6.4.3. Market share analysis by country

6.5. Others

6.5.1. Key market trends, growth factors and opportunities

6.5.2. Market size and forecast, by region

6.5.3. Market share analysis by country

CHAPTER 7: FASHION EVENTS MARKET, BY REGION

7.1. Overview

7.1.1. Market size and forecast By Region

7.2. North America

7.2.1. Key market trends, growth factors and opportunities

7.2.2. Market size and forecast, by Type

7.2.3. Market size and forecast, by Revenue Source

7.2.4. Market size and forecast, by Organizer

7.2.5. Market size and forecast, by country

7.2.5.1. U.S.

7.2.5.1.1. Market size and forecast, by Type

7.2.5.1.2. Market size and forecast, by Revenue Source

7.2.5.1.3. Market size and forecast, by Organizer

7.2.5.2. Canada

7.2.5.2.1. Market size and forecast, by Type

7.2.5.2.2. Market size and forecast, by Revenue Source

7.2.5.2.3. Market size and forecast, by Organizer

7.2.5.3. Mexico

7.2.5.3.1. Market size and forecast, by Type

7.2.5.3.2. Market size and forecast, by Revenue Source

7.2.5.3.3. Market size and forecast, by Organizer

7.3. Europe

7.3.1. Key market trends, growth factors and opportunities

7.3.2. Market size and forecast, by Type

7.3.3. Market size and forecast, by Revenue Source

7.3.4. Market size and forecast, by Organizer

7.3.5. Market size and forecast, by country

7.3.5.1. Germany

7.3.5.1.1. Market size and forecast, by Type

7.3.5.1.2. Market size and forecast, by Revenue Source

7.3.5.1.3. Market size and forecast, by Organizer

7.3.5.2. France

7.3.5.2.1. Market size and forecast, by Type

7.3.5.2.2. Market size and forecast, by Revenue Source

7.3.5.2.3. Market size and forecast, by Organizer

7.3.5.3. UK

7.3.5.3.1. Market size and forecast, by Type

7.3.5.3.2. Market size and forecast, by Revenue Source

7.3.5.3.3. Market size and forecast, by Organizer

7.3.5.4. Italy

7.3.5.4.1. Market size and forecast, by Type

7.3.5.4.2. Market size and forecast, by Revenue Source

7.3.5.4.3. Market size and forecast, by Organizer

7.3.5.5. Spain

7.3.5.5.1. Market size and forecast, by Type

7.3.5.5.2. Market size and forecast, by Revenue Source

7.3.5.5.3. Market size and forecast, by Organizer

7.3.5.6. Netherlands

7.3.5.6.1. Market size and forecast, by Type

7.3.5.6.2. Market size and forecast, by Revenue Source

7.3.5.6.3. Market size and forecast, by Organizer

7.3.5.7. Rest of Europe

7.3.5.7.1. Market size and forecast, by Type

7.3.5.7.2. Market size and forecast, by Revenue Source

7.3.5.7.3. Market size and forecast, by Organizer

7.4. Asia-Pacific

- 7.4.1. Key market trends, growth factors and opportunities
- 7.4.2. Market size and forecast, by Type
- 7.4.3. Market size and forecast, by Revenue Source
- 7.4.4. Market size and forecast, by Organizer
- 7.4.5. Market size and forecast, by country
 - 7.4.5.1. China
 - 7.4.5.1.1. Market size and forecast, by Type
 - 7.4.5.1.2. Market size and forecast, by Revenue Source
 - 7.4.5.1.3. Market size and forecast, by Organizer
 - 7.4.5.2. Japan
 - 7.4.5.2.1. Market size and forecast, by Type
 - 7.4.5.2.2. Market size and forecast, by Revenue Source
 - 7.4.5.2.3. Market size and forecast, by Organizer
 - 7.4.5.3. South Korea
 - 7.4.5.3.1. Market size and forecast, by Type
 - 7.4.5.3.2. Market size and forecast, by Revenue Source
 - 7.4.5.3.3. Market size and forecast, by Organizer
 - 7.4.5.4. India
 - 7.4.5.4.1. Market size and forecast, by Type
 - 7.4.5.4.2. Market size and forecast, by Revenue Source
 - 7.4.5.4.3. Market size and forecast, by Organizer
 - 7.4.5.5. Australia
 - 7.4.5.5.1. Market size and forecast, by Type
 - 7.4.5.5.2. Market size and forecast, by Revenue Source
 - 7.4.5.5.3. Market size and forecast, by Organizer
 - 7.4.5.6. Rest of Asia-Pacific
 - 7.4.5.6.1. Market size and forecast, by Type
 - 7.4.5.6.2. Market size and forecast, by Revenue Source
 - 7.4.5.6.3. Market size and forecast, by Organizer
- 7.5. LAMEA
 - 7.5.1. Key market trends, growth factors and opportunities
 - 7.5.2. Market size and forecast, by Type
 - 7.5.3. Market size and forecast, by Revenue Source
 - 7.5.4. Market size and forecast, by Organizer
 - 7.5.5. Market size and forecast, by country
 - 7.5.5.1. Brazil
 - 7.5.5.1.1. Market size and forecast, by Type
 - 7.5.5.1.2. Market size and forecast, by Revenue Source
 - 7.5.5.1.3. Market size and forecast, by Organizer

7.5.5.2. Argentina

7.5.5.2.1. Market size and forecast, by Type

7.5.5.2.2. Market size and forecast, by Revenue Source

7.5.5.2.3. Market size and forecast, by Organizer

7.5.5.3. Saudi Arabia

7.5.5.3.1. Market size and forecast, by Type

7.5.5.3.2. Market size and forecast, by Revenue Source

7.5.5.3.3. Market size and forecast, by Organizer

7.5.5.4. South Africa

7.5.5.4.1. Market size and forecast, by Type

7.5.5.4.2. Market size and forecast, by Revenue Source

7.5.5.4.3. Market size and forecast, by Organizer

7.5.5.5. United Arab Emirates

7.5.5.5.1. Market size and forecast, by Type

7.5.5.5.2. Market size and forecast, by Revenue Source

7.5.5.5.3. Market size and forecast, by Organizer

7.5.5.6. Rest of LAMEA

7.5.5.6.1. Market size and forecast, by Type

7.5.5.6.2. Market size and forecast, by Revenue Source

7.5.5.6.3. Market size and forecast, by Organizer

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Introduction

8.2. Top winning strategies

8.3. Product mapping of top 10 player

8.4. Competitive dashboard

8.5. Competitive heatmap

8.6. Top player positioning, 2022

CHAPTER 9: COMPANY PROFILES

9.1. Farfetch Limited

9.1.1. Company overview

9.1.2. Key executives

9.1.3. Company snapshot

9.1.4. Operating business segments

9.1.5. Product portfolio

9.1.6. Business performance

- 9.1.7. Key strategic moves and developments
- 9.2. Fashion Nova, LLC
 - 9.2.1. Company overview
 - 9.2.2. Key executives
 - 9.2.3. Company snapshot
 - 9.2.4. Operating business segments
 - 9.2.5. Product portfolio
 - 9.2.6. Key strategic moves and developments
- 9.3. Fiera Milano S.p.A.
 - 9.3.1. Company overview
 - 9.3.2. Key executives
 - 9.3.3. Company snapshot
 - 9.3.4. Operating business segments
 - 9.3.5. Product portfolio
 - 9.3.6. Business performance
 - 9.3.7. Key strategic moves and developments
- 9.4. IMG
 - 9.4.1. Company overview
 - 9.4.2. Key executives
 - 9.4.3. Company snapshot
 - 9.4.4. Operating business segments
 - 9.4.5. Product portfolio
 - 9.4.6. Key strategic moves and developments
- 9.5. Messe Frankfurt GmbH
 - 9.5.1. Company overview
 - 9.5.2. Key executives
 - 9.5.3. Company snapshot
 - 9.5.4. Operating business segments
 - 9.5.5. Product portfolio
 - 9.5.6. Business performance
 - 9.5.7. Key strategic moves and developments
- 9.6. Reed Exhibitions Limited
 - 9.6.1. Company overview
 - 9.6.2. Key executives
 - 9.6.3. Company snapshot
 - 9.6.4. Operating business segments
 - 9.6.5. Product portfolio
- 9.7. Zalando SE
 - 9.7.1. Company overview

- 9.7.2. Key executives
- 9.7.3. Company snapshot
- 9.7.4. Operating business segments
- 9.7.5. Product portfolio
- 9.7.6. Business performance
- 9.7.7. Key strategic moves and developments
- 9.8. Eventbrite, Inc.
 - 9.8.1. Company overview
 - 9.8.2. Key executives
 - 9.8.3. Company snapshot
 - 9.8.4. Operating business segments
 - 9.8.5. Product portfolio
 - 9.8.6. Business performance
- 9.9. GL Events Group
 - 9.9.1. Company overview
 - 9.9.2. Key executives
 - 9.9.3. Company snapshot
 - 9.9.4. Operating business segments
 - 9.9.5. Product portfolio
 - 9.9.6. Business performance
- 9.10. Production Resource Group, L.L.C.
 - 9.10.1. Company overview
 - 9.10.2. Key executives
 - 9.10.3. Company snapshot
 - 9.10.4. Operating business segments
 - 9.10.5. Product portfolio

I would like to order

Product name: 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): Global Opportunity Analysis and Industry Forecast, 2023-2032

Product link: <https://marketpublishers.com/r/F5E832A27DE6EN.html>

Price: US\$ 2,439.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F5E832A27DE6EN.html>