

MICE and Brand Activation Industry Research Report 2023

<https://marketpublishers.com/r/M8020FDDB079EN.html>

Date: August 2023

Pages: 87

Price: US\$ 2,950.00 (Single User License)

ID: M8020FDDB079EN

Abstracts

This report aims to provide a comprehensive presentation of the global market for MICE and Brand Activation, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding MICE and Brand Activation.

The MICE and Brand Activation market size, estimations, and forecasts are provided in terms of and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global MICE and Brand Activation market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the MICE and Brand Activation companies, new entrants, and industry chain related companies in this market with information on the revenues for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and

developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue by companies for the period 2017-2022. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Questex

Carlson Wagonlit Travel

BCD Group

Capita Travel and Events

Cievents

IPG

ATPI

Pico

Uniplan

Freeman

Conference Care

MCI

Product Type Insights

Global markets are presented by MICE and Brand Activation type, along with growth forecasts through 2029. Estimates on revenue are based on the price in the supply chain at which the MICE and Brand Activation are procured by the companies.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

MICE and Brand Activation segment by Type

Meetings

Conventions

Exhibitions

Incentives

Application Insights

This report has provided the market size (revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the MICE and Brand Activation market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the MICE and Brand Activation market.

MICE and Brand Activation Segment by Application

SME

Large Enterprise

Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the

particular region/country. The readers will also get their hands on the revenue data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2022 because of the base year, with estimates for 2023 and forecast revenue for 2029.

North America

- United States

- Canada

Europe

- Germany

- France

- UK

- Italy

- Russia

- Nordic Countries

- Rest of Europe

Asia-Pacific

- China

- Japan

- South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the MICE and Brand Activation market

scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global MICE and Brand Activation market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of MICE and Brand Activation and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the MICE and Brand Activation industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of MICE and Brand Activation.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4: Provides the analysis of various market segments application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 5: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6: Detailed analysis of MICE and Brand Activation companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 12: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 13: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 MICE and Brand Activation by Type
 - 2.2.1 Market Value Comparison by Type (2018 VS 2022 VS 2029)
 - 1.2.2 Meetings
 - 1.2.3 Conventions
 - 1.2.4 Exhibitions
 - 1.2.5 Incentives
- 2.3 MICE and Brand Activation by Application
 - 2.3.1 Market Value Comparison by Application (2018 VS 2022 VS 2029)
 - 2.3.2 SME
 - 2.3.3 Large Enterprise
- 2.4 Assumptions and Limitations

3 MICE AND BRAND ACTIVATION BREAKDOWN DATA BY TYPE

- 3.1 Global MICE and Brand Activation Historic Market Size by Type (2018-2023)
- 3.2 Global MICE and Brand Activation Forecasted Market Size by Type (2023-2028)

4 MICE AND BRAND ACTIVATION BREAKDOWN DATA BY APPLICATION

- 4.1 Global MICE and Brand Activation Historic Market Size by Application (2018-2023)
- 4.2 Global MICE and Brand Activation Forecasted Market Size by Application (2018-2023)

5 GLOBAL GROWTH TRENDS

- 5.1 Global MICE and Brand Activation Market Perspective (2018-2029)
- 5.2 Global MICE and Brand Activation Growth Trends by Region
 - 5.2.1 Global MICE and Brand Activation Market Size by Region: 2018 VS 2022 VS 2029
 - 5.2.2 MICE and Brand Activation Historic Market Size by Region (2018-2023)
 - 5.2.3 MICE and Brand Activation Forecasted Market Size by Region (2024-2029)
- 5.3 MICE and Brand Activation Market Dynamics
 - 5.3.1 MICE and Brand Activation Industry Trends
 - 5.3.2 MICE and Brand Activation Market Drivers
 - 5.3.3 MICE and Brand Activation Market Challenges
 - 5.3.4 MICE and Brand Activation Market Restraints

6 MARKET COMPETITIVE LANDSCAPE BY PLAYERS

- 6.1 Global Top MICE and Brand Activation Players by Revenue
 - 6.1.1 Global Top MICE and Brand Activation Players by Revenue (2018-2023)
 - 6.1.2 Global MICE and Brand Activation Revenue Market Share by Players (2018-2023)
- 6.2 Global MICE and Brand Activation Industry Players Ranking, 2021 VS 2022 VS 2023
- 6.3 Global Key Players of MICE and Brand Activation Head office and Area Served
- 6.4 Global MICE and Brand Activation Players, Product Type & Application
- 6.5 Global MICE and Brand Activation Players, Date of Enter into This Industry
- 6.6 Global MICE and Brand Activation Market CR5 and HHI
- 6.7 Global Players Mergers & Acquisition

7 NORTH AMERICA

- 7.1 North America MICE and Brand Activation Market Size (2018-2029)
- 7.2 North America MICE and Brand Activation Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 7.3 North America MICE and Brand Activation Market Size by Country (2018-2023)
- 7.4 North America MICE and Brand Activation Market Size by Country (2024-2029)
- 7.5 United States
- 7.6 Canada

8 EUROPE

- 8.1 Europe MICE and Brand Activation Market Size (2018-2029)
- 8.2 Europe MICE and Brand Activation Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 8.3 Europe MICE and Brand Activation Market Size by Country (2018-2023)
- 8.4 Europe MICE and Brand Activation Market Size by Country (2024-2029)
- 7.4 Germany
- 7.5 France
- 7.6 U.K.
- 7.7 Italy
- 7.8 Russia
- 7.9 Nordic Countries

9 ASIA-PACIFIC

- 9.1 Asia-Pacific MICE and Brand Activation Market Size (2018-2029)
- 9.2 Asia-Pacific MICE and Brand Activation Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 9.3 Asia-Pacific MICE and Brand Activation Market Size by Country (2018-2023)
- 9.4 Asia-Pacific MICE and Brand Activation Market Size by Country (2024-2029)
- 8.4 China
- 8.5 Japan
- 8.6 South Korea
- 8.7 Southeast Asia
- 8.8 India
- 8.9 Australia

10 LATIN AMERICA

- 10.1 Latin America MICE and Brand Activation Market Size (2018-2029)
- 10.2 Latin America MICE and Brand Activation Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 10.3 Latin America MICE and Brand Activation Market Size by Country (2018-2023)
- 10.4 Latin America MICE and Brand Activation Market Size by Country (2024-2029)
- 9.4 Mexico
- 9.5 Brazil

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa MICE and Brand Activation Market Size (2018-2029)

11.2 Middle East & Africa MICE and Brand Activation Market Growth Rate by Country:
2018 VS 2022 VS 2029

11.3 Middle East & Africa MICE and Brand Activation Market Size by Country
(2018-2023)

11.4 Middle East & Africa MICE and Brand Activation Market Size by Country
(2024-2029)

10.4 Turkey

10.5 Saudi Arabia

10.6 UAE

12 PLAYERS PROFILED

11.1 Questex

11.1.1 Questex Company Detail

11.1.2 Questex Business Overview

11.1.3 Questex MICE and Brand Activation Introduction

11.1.4 Questex Revenue in MICE and Brand Activation Business (2017-2022)

11.1.5 Questex Recent Development

11.2 Carlson Wagonlit Travel

11.2.1 Carlson Wagonlit Travel Company Detail

11.2.2 Carlson Wagonlit Travel Business Overview

11.2.3 Carlson Wagonlit Travel MICE and Brand Activation Introduction

11.2.4 Carlson Wagonlit Travel Revenue in MICE and Brand Activation Business
(2017-2022)

11.2.5 Carlson Wagonlit Travel Recent Development

11.3 BCD Group

11.3.1 BCD Group Company Detail

11.3.2 BCD Group Business Overview

11.3.3 BCD Group MICE and Brand Activation Introduction

11.3.4 BCD Group Revenue in MICE and Brand Activation Business (2017-2022)

11.3.5 BCD Group Recent Development

11.4 Capita Travel and Events

11.4.1 Capita Travel and Events Company Detail

11.4.2 Capita Travel and Events Business Overview

11.4.3 Capita Travel and Events MICE and Brand Activation Introduction

11.4.4 Capita Travel and Events Revenue in MICE and Brand Activation Business
(2017-2022)

11.4.5 Capita Travel and Events Recent Development

11.5 Cievents

- 11.5.1 Cievents Company Detail
- 11.5.2 Cievents Business Overview
- 11.5.3 Cievents MICE and Brand Activation Introduction
- 11.5.4 Cievents Revenue in MICE and Brand Activation Business (2017-2022)
- 11.5.5 Cievents Recent Development
- 11.6 IPG
 - 11.6.1 IPG Company Detail
 - 11.6.2 IPG Business Overview
 - 11.6.3 IPG MICE and Brand Activation Introduction
 - 11.6.4 IPG Revenue in MICE and Brand Activation Business (2017-2022)
 - 11.6.5 IPG Recent Development
- 11.7 ATPI
 - 11.7.1 ATPI Company Detail
 - 11.7.2 ATPI Business Overview
 - 11.7.3 ATPI MICE and Brand Activation Introduction
 - 11.7.4 ATPI Revenue in MICE and Brand Activation Business (2017-2022)
 - 11.7.5 ATPI Recent Development
- 11.8 Pico
 - 11.8.1 Pico Company Detail
 - 11.8.2 Pico Business Overview
 - 11.8.3 Pico MICE and Brand Activation Introduction
 - 11.8.4 Pico Revenue in MICE and Brand Activation Business (2017-2022)
 - 11.8.5 Pico Recent Development
- 11.9 Uniplan
 - 11.9.1 Uniplan Company Detail
 - 11.9.2 Uniplan Business Overview
 - 11.9.3 Uniplan MICE and Brand Activation Introduction
 - 11.9.4 Uniplan Revenue in MICE and Brand Activation Business (2017-2022)
 - 11.9.5 Uniplan Recent Development
- 11.10 Freeman
 - 11.10.1 Freeman Company Detail
 - 11.10.2 Freeman Business Overview
 - 11.10.3 Freeman MICE and Brand Activation Introduction
 - 11.10.4 Freeman Revenue in MICE and Brand Activation Business (2017-2022)
 - 11.10.5 Freeman Recent Development
- 11.11 Conference Care
 - 11.11.1 Conference Care Company Detail
 - 11.11.2 Conference Care Business Overview
 - 11.11.3 Conference Care MICE and Brand Activation Introduction

11.11.4 Conference Care Revenue in MICE and Brand Activation Business
(2017-2022)

11.11.5 Conference Care Recent Development

11.12 MCI

11.12.1 MCI Company Detail

11.12.2 MCI Business Overview

11.12.3 MCI MICE and Brand Activation Introduction

11.12.4 MCI Revenue in MICE and Brand Activation Business (2017-2022)

11.12.5 MCI Recent Development

13 REPORT CONCLUSION

14 DISCLAIMER

I would like to order

Product name: MICE and Brand Activation Industry Research Report 2023

Product link: <https://marketpublishers.com/r/M8020FDDB079EN.html>

Price: US\$ 2,950.00 (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/M8020FDDB079EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970