

B2B Exhibitions Market in US - Industry Outlook and Forecast 2018-2023

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Abstracts

This market research report on the B2B exhibitions market in US offers analysis on market size and forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by industry sector (consumer goods and retail, AFF and energy, medical and healthcare, business services, machinery, IT, electronics, and telecommunications, and others) and offers detailed competitive analysis.

B2B Exhibitions Market in US - Overview

The US region is the largest market for trade shows in the global exhibitions market. The size of the US economy and the significant growth in the GDP YoY are contributing to the growth of the B2B exhibitions market in US. The improvements in the corporate profits and the increase in the number of domestic travels are boosting the demand for B2B exhibitions market in the US. Exhibitors are looking to increase their stall sizes, and vendors are increasing pricing of stalls and venue spaces to improve margins and recover from increasing labor costs. The development of the US economy and demand for upgrades and modifications are likely to drive the B2B exhibitions market in US during the forecast period. The increasing implementation of technologies on a substantial scale to keep the relevance of exhibitions is likely to help companies to market and sell their products and services to a wide customer base.

The adoption of technology will create new potentials for vendors in the B2B exhibitions market in US and create an environment conducive to business growth. Expedia's recently launched automated online booking engine for the MICE market resulted in simplifying the RFP process for small-to-medium-sized events.

The B2B exhibitions market in US is expected to reach \$16 billion by 2023, growing at a CAGR close to 4% during the forecast period.

B2B Exhibitions Market in US - Dynamics

The growing prominence of carbon-neutral trade shows is augmenting development in the B2B exhibitions market in US. By organizing carbon neutral trade shows, the exhibitions industry is aiming to do its best in battling climate change and reducing environmental pollution. Organizers and exhibitors in the exhibitions market in US are focusing on reducing the carbon footprint by improving their sustainable sourcing, reducing greenhouse gas emissions, and creating zero waste events. The incorporation of green practices by using recycling and using renewable energy sources will enable organizers to set new business practices in the B2B exhibitions market in US during the forecast period.

B2B Exhibitions Market in US - Segmentation

This market research report includes a detailed segmentation of the market by industry sectors.

B2B Exhibitions Market in the US – Industry Sector

Consumer goods and retail industries will occupy the largest market share in the B2B exhibitions market in US during the forecast period

The B2B exhibitions market in US by industry sectors is divided into seven major categories: consumer goods and retail, AFF and energy, medical and healthcare, business services, machinery, IT, electronics, and telecommunications, and others.

The consumer goods and retail industry in the B2B exhibitions market accounted for close to 18% of the total market share in 2017. The consumer goods and retail industry sector rented around 10.32 million sq mtrs in 2017. Cities such as Chicago, New York, Philadelphia and the state of Utah and Las Vegas are most popular places that hold trade shows for consumer goods and the retail industry sector. The vendors in the B2B exhibitions market in the US are focusing on implementing digital technology and offer innovation for further development within the space of the exhibition. Such initiatives to attract new retailers will propel the growth of this market segment in the B2B exhibitions market in the US during the forecast period.

Top 10 destinations for exhibitions in North America 2017

The key cities mentioned in the report:

New York, US

Toronto, Canada

Cupertino/San Jose, US

Chicago, US

Indianapolis, US

San Francisco, US

Austin, US

Houston, US

Orlando, US

Las Vegas, US

Key Vendor Analysis

The B2B exhibitions market in US is highly fragmented with a maximum number of players that hold the major market share is based outside the US. The prominent players in the market are primarily focusing on improving their core competencies such as exhibition management, marketing, development of new exhibitions, venue management, and technical services to maintain their market share during the forecast period. Organizers are also incorporating technology and adapting with digitalization by identifying solutions that add value to their business and incorporating it in their way of working and offerings. Vendors are focusing on their digital transformation strategy to remain competitive in the B2B exhibition market in US during the forecast period.

The major vendors in the global market are as following:

RELX Group

UBM

Informa Exhibitions

Emerald Expositions

Other prominent vendors include PennWell Corp., Messe Frankfurt, ITE Group, MCH Group, Koelnmesse, Tarsus Group, and Deutsche Messe.

Key market insights include

1. The analysis of the B2B exhibitions market in US provides market size and growth rates for the forecast period 2018–2023.
2. The report offers comprehensive insights about existing industry trends, trend forecast, and growth drivers for the B2B exhibitions market in US.
3. It offers the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. The study provides a complete overview of market segments and regional outlook of B2B exhibitions market in US.
5. It offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

REPORT SNAPSHOT

According to the latest industry analysis report by Arizton, the market size of B2B exhibitions market in US is expected to reach \$16 billion by 2023, growing at a CAGR close to 4% during 2017–2023. The market research report provides an in0-depth analysis of the B2B exhibitions market in the US by industry sectors.

The B2B exhibitions market in US is playing a pivotal role in creating opportunities where clients, companies, and potential partners demonstrating products, driving innovations, fine-tuning strategy, and gathering data. The growth of the GDP and increasing investments in businesses will drive the growth of the B2B exhibitions market in US during the forecast period.

Base Year: 2017

Forecast Year: 2018–2023

The study considers the present scenario of the B2B exhibitions market in US and its market dynamics for the period 2018–2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The report covers both the demand and supply sides of the market. It also profiles and analyzes the leading four exhibitions companies and nine other prominent companies operating in the market.

Major Vendors in the B2B Exhibitions Market in US

RELX Group

Business Overview

Business Segments

Product Offerings

Key Strengths

Key Strategies

Key Opportunities

UBM

Informa Exhibitions

Emerald Expositions

Prominent Players in the B2B Exhibitions Market in the US

PennWell Corp.

Business Overview

Product Offerings

Key Strengths

Key Strategies

Messe Frankfurt

ITE Group

MCH Group

Koelnmesse

Tarsus Group

Deutsche Messe

Market Segmentation by Industry Sector

Consumer goods and retail

AFF and energy

Medical and healthcare

Business services

Machinery

IT, electronic, and telecommunications

Others

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