

# Exhibitions & Events Market - Global Outlook and Forecast 2020-2025

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## Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Events & Exhibitions Market Report

The global exhibition market size is expected to reach over \$50 billion, growing at a CAGR of over 3% during the period 2019–2025.

The global event and exhibition market is expected to grow at a CAGR of over 3% between 2020 and 2025. The US region is the largest market for exhibitions, followed by Germany and China. The use of big data analytics enables exhibitors to make strategic marketing programs, digital campaigns, and effective strategies that will drive the growth of the global exhibition market size.

The outbreak of the COVID-19 in China has spelled doom for the global events market share, with around \$135 billion worth of the total economic output unlikely to be generated by the end of Q2 2020. The events such as Mobile World Congress, IMEX, ITB Travel Trade Show, or the Geneva Auto Show have already been canceled. The organizers cannot guarantee the safety of participants or logistics challenges due to travel restrictions. Hence, the global events industry is likely to head toward a slowdown.

The following factors are likely to contribute to the growth of the exhibition market during the forecast period:

Redesign of Exhibition Models

Growth in the Application of Big Data

## Increased Focus on Insurance & Security

## Integration of Trade Shows and Digital Technology

The study considers the present scenario of the exhibition market and its market dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent ones operating in the market.

## Event and Exhibition Market Segmentation

This research report includes detailed market segmentation by exhibition type, revenue stream, industry type, and geography. The increasing global event and exhibition industry trend among companies and enterprises to promote their products and services is influencing the growth of the B2B exhibition market. North America is the largest market for B2B exhibitions in the global event and exhibition market. Significant growth in the US economy, the subsequent rise in the GDP, corporate profits, and domestic travels are contributing to the growth.

The APAC B2B exhibition market share is significantly different now than before. The demand for exhibitions and events is currently enormous. This is generating outstanding results for businesses and helping grow businesses in multiple geographies.

The revenue contribution of the entrance fees segment was over \$30 billion in 2019. A higher number of companies across the globe are participating in the events annually. Thus, the revenue generation from exhibitor fees is increasing. Online and offline advertisements carried out by vendors on behalf of exhibitors generate leads and provide a high turnaround of audiences in exhibitions.

B2C exhibitions in fashion, consumer goods, technology products, toys, garments, and smart gadgets, and others witness a high traffic volume of attendees. Higher traffic and footfalls, the greater is revenue generation from tickets or public admission charges. Thus, the increasing number of B2C and mixed exhibition industry growth will propel the revenue growth of the entrance segment.

The consumer goods sector is growing at a rapid pace and is not showing signs of

slowing down anytime soon. It includes a diverse array of varied industries. Consumer technology in specific are large businesses in the tradeshow market, taking up a major chunk of the revenues. This sector offers exciting opportunities for innovations.

From non-traditional booths that allow customers to live the product to using data to better target consumers, these shows witness the latest technology due to the diversity and flexibility of products and solutions exhibited. However, the segment is expected to observe retail disruptions, restructuring, and advancing technologies, which will spur the segment growth. Several events have been canceled due to the widespread eruption of the coronavirus across the world.

#### By Exhibition Type

B2B

B2C

Mixed/Hybrid

#### By Revenue Stream

Exhibitor Fee

Sponsorship Fee

Entrance Fee

Services

#### By industry

Consumer Goods & Retail Sector

Hospitality Sector

AFF & Energy Sector

Automotive & Transportation Sector

Industrial Sector

Entertainment Sector

Other Sector

## INSIGHTS BY GEOGRAPHY

Europe was the largest industry in the global event and exhibition market size in 2019. The UK, France, Germany, Spain, and Italy are the largest revenue generators in the exhibition market in Europe. North America's growing economy is driving the event and exhibition market. A high GDP and disposable income of people in North America is boosting economic growth indirectly.

APAC has become an exciting place for businesses and commercial opportunities, which helps the event and exhibition market to grow. China is the largest destination for exhibitions in the APAC region. The region is also one of the leading countries for exhibitions across the globe. However, the outbreak of the COVID-19 pandemic is likely to hamper the market growth in the country.

### By Geography

Europe

Germany

Italy

UK

France

Spain

Italy

Russia

Sweden

Netherlands

North America

US

Canada

APAC

China

China Mainland

China SAR

Japan

Australia & New Zealand

India

South Korea

Middle East & Africa

South Africa

UAE

Saudi Arabia

Latin America

Brazil

Mexico

Argentina

### Insights By Vendors

In terms of satisfaction, Europe is comparatively successful for both exhibitors and visitors in the global events industry. However, the perceived importance of each event is lower than in other regions. Exhibitors benefit from a wide choice of events and other marketing channels. Besides, better advocacy and loyalty could be seen in Europe compared to other regions owing to the higher satisfaction.

### Key Vendors

Informa

RELX Group

Fiera Milano

GL Events

Koelnmesse

MCH Group

Messe D?sseldorf

Messe Frankfurt

Messe Munchen

### Other Prominent Vendors

Apex

Beijing Eagle International Exhibition

Bharat Exhibitions

China International Exhibition Center Group

Clarion Events

Comexposium

Cvent

Demage

Deutsche Messe

Emerald X

ES.cultura Eventos

Event Barcelona

Falcon Exhibitions

Guangdong Convention & Exhibition Promotion

HKTDC

Hyve Group

Julang

K AND D Communication

LEMS

Messe Berlin Group

Mex Events

NürnbergMesse

Orbit Exhibitions

PennWell

Shanghai Bestup Conference & Exhibition Service

Skyline Events

Tarsus Group

Venus Events

Viparis

## KEY QUESTIONS ANSWERED

1. What is the market size of the events and exhibition market
2. How COVID-19 will impact the growth of the market
3. Who are the key end-users of the exhibition services
4. What are the growth opportunities in the market
5. Who are the leading vendors and their market share



## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

#### 4.2 Base Year

#### 4.3 Scope of The Study

##### 4.3.1 Market Segmentation by Exhibition Type

##### 4.3.2 Market Segmentation by Industry Type

##### 4.3.3 Market Segmentation by Revenue Stream Type

##### 4.3.4 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

### **8 IMPACT OF COVID-19**

#### 8.1 Overview

#### 8.2 Impact On Global Trade

#### 8.3 Impact On Global Supply Chain

#### 8.4 Disruptions In Supply Chain

### **9 MARKET OPPORTUNITIES & TRENDS**

#### 9.1 Redesign Of Exhibition Models

9.2 Growing Use Of Big Data

9.3 Increased Focus On Insurance & Security

## **10 MARKET GROWTH ENABLERS**

10.1 Budget Allocation For Brand Experiences

10.2 Sustained Popularity In Elusive Industry Sectors

10.3 Integration Of Trade Shows And Digital Technology

10.4 Increased Number Of Venues With Expanding Capacity

## **11 MARKET RESTRAINTS**

11.1 Exhibitor Advocacy

11.2 Risks Related To Economy, Operation, And Compliance

11.3 Infrastructural Issues

11.4 Political Turbulence

## **12 MARKET LANDSCAPE**

12.1 Market Overview

12.2 Market Size & Forecast – Revenue & Net Space Rented

12.3 Impact of COVID-19 Pandemic

12.4 Market By Geography

12.4.1 Market Size & Forecast by Revenue

12.4.2 Market Size & Forecast by Net Space Rented

12.5 Market By Industry Type

12.5.1 Market Size & Forecast by Revenue

12.5.2 Market Size & Forecast by Net Space Rented

12.6 Market By Exhibition Type

12.6.1 Market Size & Forecast by Revenue

12.7 Market Revenue Stream

12.7.1 Market Size & Forecast by Revenue

12.8 Five Forces Analysis

12.8.1 Threat of New Entrants

12.8.2 Bargaining Power of Suppliers

12.8.3 Bargaining Power of Buyers

12.8.4 Threat of Substitutes

12.8.5 Competitive Rivalry

## **13 EXHIBITION TYPE**

- 13.1 Market Snapshot & Growth Engine
- 13.2 B2B Exhibitions & Events
  - 13.2.1 Market Size & Forecast
  - 13.2.2 Market Size & Forecast by Geography
- 13.3 B2C
  - 13.3.1 Market Size & Forecast
  - 13.3.2 Market Size & Forecast by Geography
- 13.4 Mixed (Both B2B & B2C)
  - 13.4.1 Market Size & Forecast
  - 13.4.2 Market Size & Forecast by Geography

## **14 REVENUE STREAM**

- 14.1 Market Snapshot & Growth Engine
- 14.2 Exhibitor Fees
  - 14.2.1 Market Size & Forecast
  - 14.2.2 Market Size & Forecast by Geography
- 14.3 Sponsorship Fees
  - 14.3.1 Market Size & Forecast
  - 14.3.2 Market Size & Forecast by Geography
- 14.4 Entrance Fees
  - 14.4.1 Market Size & Forecast
  - 14.4.2 Market Size & Forecast by Geography
- 14.5 Services
  - 14.5.1 Market Size & Forecast
  - 14.5.2 Market Size & Forecast by Geography

## **15 INDUSTRY TYPE**

- 15.1 Market Snapshot & Growth Engine (Revenue)
- 15.2 Market Snapshot & Growth Engine (Net Space Rented)
- 15.3 Consumer Goods & Retail Sector
  - 15.3.1 Market Size & Forecast – Revenue & Net Space Rented
  - 15.3.2 Market Size & Forecast by Geography: Revenue
  - 15.3.3 Market Size & Forecast by Geography: Net Space Rented
- 15.4 Hospitality Sector
  - 15.4.1 Market Size & Forecast – Revenue & Net Space Rented

- 15.4.2 Market Size & Forecast by Geography: Revenue
- 15.4.3 Market Size & Forecast by Geography: Net Space Rented
- 15.5 AFF & Energy Sector
  - 15.5.1 Market Size & Forecast – Revenue & Net Space Rented
  - 15.5.2 Market Size & Forecast by Geography: Revenue
  - 15.5.3 Market Size & Forecast by Geography: Net Space Rented
- 15.6 Automotive & Transportation Sector
  - 15.6.1 Market Size & Forecast – Revenue & Net Space Rented
  - 15.6.2 Market Size & Forecast by Geography: Revenue
  - 15.6.3 Market Size & Forecast by Geography: Net Space Rented
- 15.7 Industrial Sector
  - 15.7.1 Market Size & Forecast – Revenue & Net Space Rented
  - 15.7.2 Market Size & Forecast by Geography: Revenue
  - 15.7.3 Market Size & Forecast by Geography: Net Space Rented
- 15.8 Entertainment
  - 15.8.1 Market Size & Forecast – Revenue & Net Space Rented
  - 15.8.2 Market Size & Forecast by Geography: Revenue
  - 15.8.3 Market Size & Forecast by Geography: Net Space Rented
- 15.9 Other Sectors
  - 15.9.1 Market Size & Forecast – Revenue & Net Space Rented
  - 15.9.2 Market Size & Forecast by Geography: Revenue
  - 15.9.3 Market Size & Forecast by Geography: Net Space Rented

## **16 GEOGRAPHY**

- 16.1 Market Snapshot & Growth Engine (Revenue)
- 16.2 Market Snapshot & Growth Engine (Net Space Rented)
- 16.3 Market Overview

## **17 EUROPE**

- 17.1 Market Overview
- 17.2 Market Size & Forecast – Revenue & Net Space Rented
- 17.3 Exhibition Type
  - 17.3.1 Market Size & Forecast – Revenue
- 17.4 Revenue Stream
  - 17.4.1 Market Size & Forecast – Revenue
- 17.5 Industry Type
  - 17.5.1 Market Size & Forecast – Revenue

- 17.5.2 Market Size & Forecast – Net Space Rented
- 17.6 Major Countries
  - 17.6.1 Market Size & Forecast – Revenue
  - 17.6.2 Market Size & Forecast – Net Space Rented
- 17.7 Key Countries
  - 17.7.1 Market Snapshot And Growth Engine – Revenue
  - 17.7.2 Market Snapshot And Growth Engine – Net Space Rented
- 17.8 Germany
  - 17.8.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.9 UK
  - 17.9.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.10 France
  - 17.10.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.11 Turkey
  - 17.11.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.12 Italy
  - 17.12.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.13 Spain
  - 17.13.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.14 Russia
  - 17.14.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.15 Sweden
  - 17.15.1 Market Size & Forecast – Revenue & Net Space Rented
- 17.16 Netherlands
  - 17.16.1 Market Size & Forecast – Revenue & Net Space Rented

## **18 NORTH AMERICA**

- 18.1 Market Overview
- 18.2 Market Size & Forecast – Revenue & Net Space Rented
- 18.3 Exhibition Type
  - 18.3.1 Market Size & Forecast – Revenue
- 18.4 Revenue Stream
  - 18.4.1 Market Size & Forecast – Revenue
- 18.5 Industry Type
  - 18.5.1 Market Size & Forecast – Revenue
  - 18.5.2 Market Size & Forecast – Net Space Rented
- 18.6 Major Countries
  - 18.6.1 Market Size & Forecast – Revenue

18.6.2 Market Size & Forecast – Net Space Rented

18.7 Key Countries

18.7.1 Market Snapshot and Growth Engine – Revenue

18.7.2 Market Snapshot and Growth Engine – Net Space Rented

18.8 US

18.8.1 Market Size & Forecast – Revenue & Net Space Rented

18.9 Canada

18.9.1 Market Size & Forecast – Revenue & Net Space Rented

## **19 APAC**

19.1 Market Overview

19.2 Market Size & Forecast – Revenue & Net Space Rented

19.3 Exhibition Type

19.3.1 Market Size & Forecast – Revenue

19.4 Revenue Stream

19.4.1 Market Size & Forecast – Revenue

19.5 Industry Type

19.5.1 Market Size & Forecast – Revenue

19.5.2 Market Size & Forecast – Net Space Rented

19.6 Major Countries

19.6.1 Market Size & Forecast – Revenue

19.6.2 Market Size & Forecast – Net Space Rented

19.7 Key Countries

19.7.1 Market Snapshot And Growth Engine – Revenue

19.7.2 Market Snapshot And Growth Engine – Net Space Rented

19.8 China

19.8.1 Market Size & Forecast – Revenue & Net Space Rented

19.9 China SAR (Hong Kong)

19.9.1 Market Size & Forecast – Revenue & Net Space Rented

19.10 Japan

19.10.1 Market Size & Forecast – Revenue & Net Space Rented

19.11 India

19.11.1 Market Size & Forecast – Revenue & Net Space Rented

19.12 Australia & New Zealand

19.12.1 Market Size & Forecast – Revenue & Net Space Rented

19.13 South Korea

19.13.1 Market Size & Forecast – Revenue & Net Space Rented

## **20 MIDDLE EAST & AFRICA**

20.1 Market Overview

20.2 Market Size & Forecast – Revenue & Net Space Rented

20.3 Exhibition Type

20.3.1 Market Size & Forecast – Revenue

20.4 Revenue Stream

20.4.1 Market Size & Forecast – Revenue

20.5 Industry Type

20.5.1 Market Size & Forecast – Revenue

20.5.2 Market Size & Forecast – Net Space Rented

20.6 Major Country

20.6.1 Market Size & Forecast – Revenue

20.6.2 Market Size & Forecast – Net Space Rented

20.7 Key Countries

20.7.1 Market Snapshot And Growth Engine – Revenue

20.7.2 Market Snapshot And Growth Engine – Net Space Rented

20.8 South Africa

20.8.1 Market Size & Forecast – Revenue & Net Space Rented

20.9 UAE

20.9.1 Market Size & Forecast – Revenue & Net Space Rented

20.10 Saudi Arabia

20.10.1 Market Size & Forecast – Revenue & Net Space Rented

## **21 LATIN AMERICA**

21.1 Market Overview

21.2 Market Size & Forecast – Revenue & Net Space Rented

21.3 Exhibition Type

21.3.1 Market Size & Forecast – Revenue

21.4 Revenue Stream

21.4.1 Market Size & Forecast – Revenue

21.5 Industry Type

21.5.1 Market Size & Forecast – Revenue

21.5.2 Market Size & Forecast – Net Space Rented

21.6 Major Countries

21.6.1 Market Size & Forecast – Revenue

21.6.2 Market Size & Forecast – Net Space Rented

21.7 Key Countries

- 21.7.1 Market Snapshot and Growth Engine – Revenue
- 21.7.2 Market Snapshot and Growth Engine – Net Space Rented
- 21.8 Brazil
  - 21.8.1 Market Size & Forecast – Revenue & Net Space Rented
- 21.9 Mexico
  - 21.9.1 Market Size & Forecast – Revenue & Net Space Rented
- 21.10 Argentina
  - 21.10.1 Market Size & Forecast – Revenue & Net Space Rented

## **22 COMPETITIVE LANDSCAPE**

- 22.1 Competition Overview

## **23 KEY COMPANY PROFILES**

- 23.1 Informa
  - 23.1.1 Business Overview
  - 23.1.2 Key Strategies
  - 23.1.3 Key Strengths
  - 23.1.4 Key Opportunities
- 23.2 Relx Group
  - 23.2.1 Business Overview
  - 23.2.2 Key Strategies
  - 23.2.3 Key Strengths
  - 23.2.4 Key Opportunities
- 23.3 Fiera Milano
  - 23.3.1 Business Overview
  - 23.3.2 Key Strategies
  - 23.3.3 Key Strengths
  - 23.3.4 Key Opportunities
- 23.4 GI Events
  - 23.4.1 Business Overview
  - 23.4.2 Key Strategies
  - 23.4.3 Key Strengths
  - 23.4.4 Key Opportunities
- 23.5 Koelnmesse
  - 23.5.1 Business Overview
  - 23.5.2 Key Strategies
  - 23.5.3 Key Strengths



- 23.5.4 Key Opportunities
- 23.6 Mch Group
  - 23.6.1 Business Overview
  - 23.6.2 Key Strategies
  - 23.6.3 Key Strengths
  - 23.6.4 Key Opportunities
- 23.7 Messe D?sseldorf
  - 23.7.1 Business Overview
  - 23.7.2 Key Strategies
  - 23.7.3 Key Strengths
  - 23.7.4 Key Opportunities
- 23.8 Messe Frankfurt
  - 23.8.1 Business Overview
  - 23.8.2 Key Strategies
  - 23.8.3 Key Strengths
  - 23.8.4 Key Opportunities
- 23.9 Messe M?nchen
  - 23.9.1 Business Overview
  - 23.9.2 Key Strategies
  - 23.9.3 Key Strengths
  - 23.9.4 Key Opportunities

## **24 OTHER PROMINENT VENDORS**

- 24.1 APEX
  - 24.1.1 Business Overview
  - 24.1.2 Key Strategies
  - 24.1.3 Key Strengths
- 24.2 Beijing Eagle International Exhibition
  - 24.2.1 Business Overview
  - 24.2.2 Key Strategies
  - 24.2.3 Key Strengths
- 24.3 Bharat Exhibitions
  - 24.3.1 Business Overview
  - 24.3.2 Key Strategies
  - 24.3.3 Key Strengths
- 24.4 China International Exhibition Center Group
  - 24.4.1 Business Overview
  - 24.4.2 Key Strategies

- 24.4.3 Key Strengths
- 24.5 Clarion Events
  - 24.5.1 Business Overview
  - 24.5.2 Key Strategies
  - 24.5.3 Key Strengths
- 24.6 Comexposium
  - 24.6.1 Business Overview
  - 24.6.2 Key Strategies
  - 24.6.3 Key Strengths
- 24.7 CVENT
  - 24.7.1 Business Overview
  - 24.7.2 Key Strategies
  - 24.7.3 Key Strengths
- 24.8 Demage
  - 24.8.1 Business Overview
  - 24.8.2 Key Strategies
  - 24.8.3 Key Strengths
- 24.9 Deutsche Messe
  - 24.9.1 Business Overview
  - 24.9.2 Key Strategies
  - 24.9.3 Key Strengths
- 24.10 Emerald X
  - 24.10.1 Business Overview
  - 24.10.2 Key Strategies
  - 24.10.3 Key Strengths
- 24.11 ES.Cultura Eventos
  - 24.11.1 Business Overview
  - 24.11.2 Key Strategies
  - 24.11.3 Key Strengths
- 24.12 Event Barcellona
  - 24.12.1 Business Overview
  - 24.12.2 Key Strategies
  - 24.12.3 Key Strengths
- 24.13 Falcon Exhibitions
  - 24.13.1 Business Overview
  - 24.13.2 Key Strategies
  - 24.13.3 Key Strengths
- 24.14 Guangdong Convention & Exhibition Promotion
  - 24.14.1 Business Overview

- 24.14.2 Key Strategies
- 24.14.3 Key Strengths
- 24.15 HKTDC
  - 24.15.1 Business Overview
  - 24.15.2 Key Strengths
  - 24.15.3 Key Strategies
- 24.16 Hyve Group
  - 24.16.1 Business Overview
  - 24.16.2 Key Strategies
  - 24.16.3 Key Strengths
- 24.17 Julang
  - 24.17.1 Business Overview
  - 24.17.2 Key Strategies
  - 24.17.3 Key Strengths
- 24.18 K and D Communication
  - 24.18.1 Business Overview
  - 24.18.2 Key Strategies
  - 24.18.3 Key Strengths
- 24.19 Lems
  - 24.19.1 Business Overview
  - 24.19.2 Key Strengths
  - 24.19.3 Key Strategies
- 24.20 Messe Berlin Group
  - 24.20.1 Business Overview
  - 24.20.2 Key Strengths
  - 24.20.3 Key Strategies
- 24.21 MEX Events
  - 24.21.1 Business Overview
  - 24.21.2 Key Strategies
  - 24.21.3 Key Strengths
- 24.22 Nürnbergmesse
  - 24.22.1 Business Overview
  - 24.22.2 Key Strengths
  - 24.22.3 Key Strategies
- 24.23 Orbit Exhibitions
  - 24.23.1 Business Overview
  - 24.23.2 Key Strategies
  - 24.23.3 Key Strengths
- 24.24 Pennwell

- 24.24.1 Business Overview
- 24.24.2 Key Strategies
- 24.24.3 Key Strengths
- 24.25 Shanghai Bestup Conference & Exhibition Service
  - 24.25.1 Business Overview
  - 24.25.2 Key Strategies
  - 24.25.3 Key Strengths
- 24.26 Skyline Events
  - 24.26.1 Business Overview
  - 24.26.2 Key Strategies
  - 24.26.3 Key Strengths
- 24.27 Tarsus Group
  - 24.27.1 Business Overview
  - 24.27.2 Key Strengths
  - 24.27.3 Key Strategies
- 24.28 Venusevents
  - 24.28.1 Business Overview
  - 24.28.2 Key Strategies
  - 24.28.3 Key Strengths
- 24.29 Viparis
  - 24.29.1 Business Overview
  - 24.29.2 Key Strategies
  - 24.29.3 Key Strengths

## **25 REPORT SUMMARY**

- 25.1 Key Takeaways
- 25.2 Strategic Recommendations

## **26 QUANTITATIVE SUMMARY**

- 26.1 Global Market
  - 26.1.1 Geography – Revenue
  - 26.1.2 Geography – Net Space Rented
  - 26.1.3 Exhibition Type
  - 26.1.4 Revenue Stream
  - 26.1.5 Industry Type – Revenue
  - 26.1.6 Industry Type – Net Space Rented
- 26.2 EXHIBITION TYPE

- 26.2.1 B2B
- 26.2.2 B2C
- 26.2.3 Mixed
- 26.3 Revenue Stream
  - 26.3.1 Exhibitor Fees
  - 26.3.2 Sponsorship Fees
  - 26.3.3 Entrance Fees
  - 26.3.4 Service
- 26.4 Industry Type
  - 26.4.1 Consumer Goods & Retail – Revenue
  - 26.4.2 Consumer Goods & Retail – Net Space Rented
  - 26.4.3 Hospitality – Revenue
  - 26.4.4 Hospitality – Net Space Rented
  - 26.4.5 AFF & Energy – Revenue
  - 26.4.6 AFF & Energy – Net Space Rented
  - 26.4.7 Automotive & Transportation – Revenue
  - 26.4.8 Automotive & Transportation – Net Space Rented
  - 26.4.9 Industrial – Revenue
  - 26.4.10 Industrial – Net Space Rented
  - 26.4.11 Entertainment – Revenue
  - 26.4.12 Entertainment – Net Space Rented
  - 26.4.13 Other Sectors – Revenue
  - 26.4.14 Other Sectors – Net Space Rented
- 26.5 Europe
  - 26.5.1 Exhibition Type
  - 26.5.2 Revenue Stream
  - 26.5.3 Industry Type – Revenue
  - 26.5.4 Industry Type – Net Space Rented
  - 26.5.5 Country – Revenue
  - 26.5.6 Country – Net Space Rented
- 26.6 North America
  - 26.6.1 Exhibition Type
  - 26.6.2 Revenue Stream
  - 26.6.3 Industry Type – Revenue
  - 26.6.4 Industry Type – Net Space Rented
  - 26.6.5 Country – Revenue
  - 26.6.6 Country – Net Space Rented
- 26.7 APAC
  - 26.7.1 Exhibition Type

26.7.2 Revenue Stream

26.7.3 Industry Type – Revenue

26.7.4 Industry Type – Net Space Rented

26.7.5 Country – Revenue

26.7.6 Country – Net Space Rented

26.8 Middle East & Africa

26.8.1 Exhibition Type

26.8.2 Revenue Stream

26.8.3 Industry Type – Revenue

26.8.4 Industry Type – Net Space Rented

26.8.5 Country – Revenue

26.8.6 Country – Net Space Rented

26.9 Latin America

26.9.1 Exhibition Type

26.9.2 Revenue Stream

26.9.3 Industry Type – Revenue

26.9.4 Industry Type – Net Space Rented

26.9.5 Country – Revenue

26.9.6 Country – Net Space Rented

## **27 APPENDIX**

27.1 Abbreviations

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Exhibitions and Events Market
- Exhibit 2 Market Size Calculation Approach 2019
- Exhibit 3 Top 10 Most Common Exhibitor Objectives
- Exhibit 4 Estimated Trade Impact of COVID-19 on Automotive Sector as of February 2020 (\$ million)
- Exhibit 5 Economic Impact of China's Slowdown through Global Value Chains (\$ million)
- Exhibit 6 Impact of Redesign of Exhibition Models
- Exhibit 7 Current Strategic Priorities Related to the Range of Activities by Geographies
- Exhibit 8 Current Strategic Priorities Related to the Range of Activities: Exhibition Stakeholders
- Exhibit 9 Impact of Growing Use of Big Data
- Exhibit 10 Implementation of Big Data by Exhibitions & Events Companies
- Exhibit 11 Impact of Increased Focus on Insurance & Security
- Exhibit 12 Impact of Budget Allocation for Brand Experiences
- Exhibit 13 Exhibitions: Key Takeaways
- Exhibit 14 Impact of Sustained Popularity in Elusive Industry Sectors
- Exhibit 15 Impact of Integration of Trade Shows and Digital Technology
- Exhibit 16 Impact of Integration of Trade Shows and Digital Technology
- Exhibit 17 Exhibitions Direct Spending Per Square Meter of Capacity
- Exhibit 18 Impact of Exhibitor Advocacy
- Exhibit 19 Exhibitor Satisfaction by Region 2019
- Exhibit 20 Exhibitor Likelihood of Return by Region 2019
- Exhibit 21 Impact of Risk Related to Economy, Operation, and Compliance
- Exhibit 22 Impact of Infrastructural Issues
- Exhibit 23 Logistics Performance Index Score of Selected Countries in APAC 2018 (Score out of 5)
- Exhibit 24 Impact of Political Turbulence
- Exhibit 25 Net Protectionist Measures Implemented in Select European Countries Vis-?-vis Other Countries 2009?2017
- Exhibit 26 Global Exhibitions & Events Market 2019–2025 (\$ billion)
- Exhibit 27 Global Exhibitions & Events Market 2019–2025 (million sq. ft.)
- Exhibit 28 Direct Impacts of Exhibitions 2018
- Exhibit 29 Direct GDP Impacts on Exhibition and Events Market by Region 2018 (% share)

- Exhibit 30 Five Forces Analysis 2019
- Exhibit 31 Incremental Growth by Exhibition Type 2019 & 2025 (Revenue)
- Exhibit 32 Global B2B Exhibitions & Events Market 2019-2025 (\$ billion)
- Exhibit 33 Leading B2B Events Operators by Market Share 2018 (Revenue)
- Exhibit 34 Global B2C Exhibitions & Events Market 2019-2025 (\$ billion)
- Exhibit 35 Global Mixed Exhibitions & Events Market 2019-2025 (\$ billion)
- Exhibit 36 Incremental Growth by Revenue Stream 2019 & 2025 (Revenue)
- Exhibit 37 Global Exhibitions & Events Market by Exhibitor Fees 2019-2025 (\$ billion)
- Exhibit 38 Global Exhibitions & Events Market by Sponsorship Fees 2019-2025 (\$ billion)
- Exhibit 39 Global Exhibitions & Events Market by Entrance Fees 2019-2025 (\$ billion)
- Exhibit 40 Global Exhibitions & Events Market by Services 2019-2025 (\$ billion)
- Exhibit 41 Exhibitions & Events Market by Services: Revenue by Geography 2019-2025 (\$ billion)
- Exhibit 42 Incremental Growth by Segment 2019 & 2025 (Revenue)
- Exhibit 43 Incremental Growth by Industry Type 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 44 Global Exhibitions & Events Market by Consumer Goods & Retail Sector 2019-2025 (\$ billion)
- Exhibit 45 Global Exhibitions & Events Market by Consumer Goods & Retail Sector 2019-2025 (million sq. ft.)
- Exhibit 46 Global Exhibitions & Events Market by Hospitality Sector 2019-2025 (\$ billion)
- Exhibit 47 Global Exhibitions & Events Market by Hospitality Sector 2019-2025 (million sq. ft.)
- Exhibit 48 Revenue of the US Hotel Industry 2014-2018 (\$ billion)
- Exhibit 49 Global Exhibitions & Events Market by AFF & Energy Sector 2019-2025 (\$ billion)
- Exhibit 50 Global Exhibitions & Events Market by AFF & Energy Sector 2019-2025 (million sq. ft.)
- Exhibit 51 Global Exhibitions & Events Market by Automotive & Transportation Sector 2019-2025 (\$ billion)
- Exhibit 52 Global Exhibitions & Events Market by Automotive & Transportation Sector 2019-2025 (million sq. ft.)
- Exhibit 53 Global Exhibitions & Events Market by Industrial Sector 2019-2025 (\$ billion)
- Exhibit 54 Global Exhibitions & Events Market by Industrial Sector 2019-2025 (million sq. ft.)
- Exhibit 55 Global Exhibitions & Events Market by Entertainment Sector 2019-2025 (\$ billion)



- Exhibit 56 Global Exhibitions & Events Market by Entertainment Sector 2019-2025 (million sq. ft.)
- Exhibit 57 Global Exhibitions & Events Market by Other Sectors 2019-2025 (\$ billion)
- Exhibit 58 Global Exhibitions & Events Market by Other Sectors 2019-2025 (million sq. ft.)
- Exhibit 59 Incremental Growth by Geography 2019 & 2025 (Revenue)
- Exhibit 60 Incremental Growth by Geography 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 61 Global Exhibitions & Events Market by Geography 2019 & 2025 (% share))
- Exhibit 62 Global Exhibitions & Events Market Share by Geographies 2019 & 2025 (Net Space Rented)
- Exhibit 63 Market CAGR Comparison by Major Geographies 2019-2025
- Exhibit 64 Important Business Issues in Exhibition Industry in Italy & globally
- Exhibit 65 Attendance at Live Events Taking Place at Arenas in Europe in 2018 by Selected Genre (millions)
- Exhibit 66 Exhibitions & Events Market in Europe by Revenue 2019–2025 (\$ billion)
- Exhibit 67 Exhibitions & Events Market in Europe by Net Space Rented 2019–2025 (million sq. ft.)
- Exhibit 68 Incremental Growth in Europe 2019 & 2025 (Revenue)
- Exhibit 69 Incremental Growth in Europe 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 70 Exhibitions & Events Market in Germany 2019-2025 (\$ billion)
- Exhibit 71 Exhibitions & Events Market in Germany 2019-2025 (million sq. ft.)
- Exhibit 72 Ten Leading Exhibition Venues in Germany 2019
- Exhibit 73 Exhibitions & Events Market in UK 2019-2025 (\$ billion)
- Exhibit 74 Exhibitions & Events Market in the UK 2019-2025 (million sq. ft.)
- Exhibit 75 Exhibitions & Events Market in France 2019-2025 (\$ billion)
- Exhibit 76 Exhibitions & Events Market in France 2019-2025 (million sq. ft.)
- Exhibit 77 Exhibitions & Events Market in Turkey 2019-2025 (\$ billion)
- Exhibit 78 Exhibitions & Events Market in Turkey 2019-2025 (million sq. ft.)
- Exhibit 79 Exhibit 48 Exhibitions & Events Market in Italy 2019-2025 (\$ billion)
- Exhibit 80 Exhibitions & Events Market in Italy 2019-2025 (million sq. ft.)
- Exhibit 81 Current Strategic Priorities Related to the Range of Activities
- Exhibit 82 Exhibitions & Events Market in Spain 2019-2025 (\$ billion)
- Exhibit 83 Exhibitions & Events Market in Spain 2019-2025 (million sq. ft.)
- Exhibit 84 Exhibitions & Events Market in Russia 2019-2025 (\$ billion)
- Exhibit 85 Exhibitions & Events Market in Russia 2019-2025 (million sq. ft.)
- Exhibit 86 Current Strategic Priorities Related to Range of Activities
- Exhibit 87 Exhibitions & Events Market in Sweden 2019-2025 (\$ billion)
- Exhibit 88 Exhibitions & Events Market in Sweden 2019-2025 (million sq. ft.)

- Exhibit 89 Exhibitions & Events Market in Netherlands 2019-2025 (\$ billion)
- Exhibit 90 Exhibitions & Events Market in Netherlands 2019-2025 (million sq. ft.)
- Exhibit 91 Exhibitions & Events Market in North America 2019–2025 (\$ billion)
- Exhibit 92 Exhibitions & Events Market in North America 2019–2025 (million sq. ft.)
- Exhibit 93 Incremental Growth in North America 2019 & 2025 (Revenue)
- Exhibit 94 Incremental Growth in North America 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 95 Exhibitions & Events Market in US 2019-2025 (\$ billion)
- Exhibit 96 Exhibitions & Events Market in the US 2019-2025 (million sq. ft.)
- Exhibit 97 Change in Exhibitions Industry Metrics in US in Q3 2019
- Exhibit 98 Number of Exhibitors at Largest Exhibitions in US in 2018
- Exhibit 99 States with the Highest Exhibition Space in the US as of June 2017 (million sq. ft.)
- Exhibit 100 Exhibitions & Events Market in Canada 2019-2025 (\$ billion)
- Exhibit 101 Exhibitions & Events Market in Canada 2019-2025 (million sq. ft.)
- Exhibit 102 Exhibitions & Events Market in APAC 2019–2025 (\$ billion)
- Exhibit 103 Exhibitions & Events Market in APAC 2019–2025 (million sq. ft.)
- Exhibit 104 Incremental Growth in APAC 2019 & 2025 (Revenue)
- Exhibit 105 Incremental Growth in APAC 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 106 Exhibitions & Events Market in China 2019-2025 (\$ billion)
- Exhibit 107 Exhibitions & Events Market in China 2019-2025 (million sq. ft.)
- Exhibit 108 Number of Exhibitions in China from 2011-2018
- Exhibit 109 Exhibitions & Events Market in China SAR 2019-2025 (\$ billion)
- Exhibit 110 Exhibitions & Events Market in China SAR 2019-2025 (million sq. ft.)
- Exhibit 111 Exhibitions & Events Market in Japan 2019-2025 (\$ billion)
- Exhibit 112 Exhibitions & Events Market in Japan 2019-2025 (million sq. ft.)
- Exhibit 113 Exhibitions & Events Market in India 2019-2025 (\$ billion)
- Exhibit 114 Exhibitions & Events Market in India 2019-2025 (million sq. ft.)
- Exhibit 115 Key Challenges in Indian Exhibitions & Events Market
- Exhibit 116 Exhibitions & Events Market in Australia & New Zealand 2019-2025 (\$ billion)
- Exhibit 117 Exhibitions & Events Market in Australia & New Zealand 2019-2025 (million sq. ft.)
- Exhibit 118 Exhibitions & Events Market in South Korea 2019-2025 (\$ billion)
- Exhibit 119 Exhibitions & Events Market in South Korea 2019-2025 (million sq. ft.)
- Exhibit 120 Key Challenges in Exhibitions & Events Market in MEA
- Exhibit 121 Exhibitions & Events Market in Middle East & Africa 2019–2025 (\$ billion)
- Exhibit 122 Exhibitions & Events Market in Middle East & Africa 2019–2025 (million sq. ft.)

- Exhibit 123 Incremental Growth in Middle East & Africa 2019 & 2025 (Revenue)
- Exhibit 124 Incremental Growth in Middle East & Africa 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 125 Exhibitions & Events Market in South Africa 2019-2025 (\$ billion)
- Exhibit 126 Exhibitions & Events Market in South Africa 2019-2025 (million sq. ft.)
- Exhibit 127 Exhibitions & Events Market in UAE 2019-2025 (\$ billion)
- Exhibit 128 Exhibitions & Events Market in the UAE 2019-2025 (million sq. ft.)
- Exhibit 129 Exhibitions & Events Market in Saudi Arabia 2019-2025 (\$ billion)
- Exhibit 130 Exhibitions & Events Market in Saudi Arabia 2019-2025 (million sq. ft.)
- Exhibit 131 Exhibitions & Events Market in Latin America 2019–2025 (\$ billion)
- Exhibit 132 Exhibitions & Events Market in Latin America 2019–2025 (million sq. ft.)
- Exhibit 133 Incremental Growth in Latin America 2019 & 2025 (Revenue)
- Exhibit 134 Incremental Growth in Latin America 2019 & 2025 (Net Space Rented in Sq. Ft.)
- Exhibit 135 Exhibitions & Events Market in Brazil 2019-2025 (\$ billion)
- Exhibit 136 Exhibitions & Events Market in Brazil 2019-2025 (million sq. ft.)
- Exhibit 137 Exhibitions & Events Market in Mexico 2019-2025 (\$ billion)
- Exhibit 138 Exhibitions & Events Market in Mexico 2019-2025 (million sq. ft.)
- Exhibit 139 Competitive Advantage - Mexico
- Exhibit 140 Insights About the Exhibitions & Events Market in Mexico
- Exhibit 141 Meetings Industry Plays a Key Role in Mexico Economy.
- Exhibit 142 Exhibitions & Events Market in Argentina 2019-2025 (\$ billion)
- Exhibit 143 Exhibitions & Events Market in Argentina 2019-2025 (million sq. ft.)
- Exhibit 144 Most Important Business Issues in the Exhibition Industry in Argentina and Globally 2018
- Exhibit 145 Current Strategic Priorities Related to the Range of Activities.
- Exhibit 146 Current Strategic Priorities Related to Geographic Exposure

## List Of Tables

### LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2019

Table 3 Types of Coverage Exhibitions

Table 4 Global Exhibitions & Events Market by Region by Revenue 2019?2025 (\$ billion)

Table 5 Global Exhibitions & Events Market by Region by Net Space Rented 2019?2025 (million sq. ft.)

Table 6 Global Exhibitions & Events Market by Industry Type 2019?2025 (\$ billion)

Table 7 Global Exhibitions & Events Market by Industry Type 2019?2025 (million sq. ft.)

Table 8 Global Exhibitions & Events Market by Exhibition Type 2019?2025 (\$ billion)

Table 9 Global Exhibitions & Events Market by Revenue Stream 2019?2025 (\$ billion)

Table 10 Global B2B Exhibitions & Events Market by Geography 2019?2025 (\$ billion)

Table 11 Global B2C Exhibitions & Events Market by Geography 2019?2025 (\$ billion)

Table 12 Global Mixed Exhibitions & Events Market by Geography 2019?2025 (\$ billion)

Table 13 Global Exhibitions & Events Market by Exhibitor Fees by Geography 2019?2025 (\$ billion)

Table 14 Exhibitions & Events Market by Sponsorship Fees: Revenue by Geography 2019-2025 (\$ billion)

Table 15 Exhibitions & Events Market by Entrance Fees: Revenue by Geography 2019-2025 (\$ billion)

Table 16 Global Exhibitions & Events Market by Consumer Goods & Retail Sector: Geography 2019?2025 (\$ billion)

Table 17 Global Exhibitions & Events Market by Consumer Goods & Retail Sector: Geography 2019?2025 (million sq. ft.)

Table 18 Global Exhibitions & Events Market by Hospitality Sector: Geography 2019?2025 (\$ billion)

Table 19 Global Exhibitions & Events Market by Hospitality Sector: Geography 2019?2025 (million sq. ft.)

Table 20 Global Exhibitions & Events Market by AFF & Energy Sector: Geography 2019?2025 (\$ billion)

Table 21 Global Exhibitions & Events Market by AFF & Energy Sector: Geography 2019?2025 (million sq. ft.)

Table 22 Global Exhibitions & Events Market by Automotive & Transportation Sector: Geography 2019?2025 (\$ billion)

Table 23 Global Exhibitions & Events Market by Automotive & Transportation Sector:

Geography 2019?2025 (million sq. ft.)

Table 24 Global Exhibitions & Events Market by Industrial Sector: Geography 2019?2025 (\$ billion)

Table 25 Global Exhibitions & Events Market by Industrial Sector: Geography 2019?2025 (million sq. ft.)

Table 26 Global Exhibitions & Events Market by Entertainment Sector: Geography 2019?2025 (\$ billion)

Table 27 Global Exhibitions & Events Market by Entertainment Sector: Geography 2019?2025 (million sq. ft.)

Table 28 Global Exhibitions & Events Market by Other Sectors: Geography 2019?2025 (\$ billion)

Table 29 Global Exhibitions & Events Market by Other Sectors: Geography 2019?2025 (million sq. ft.)

Table 30 Segmentation by Exhibition Type in Europe 2019?2025 (\$ billion)

Table 31 Segmentation by Revenue Stream in Europe 2019?2025 (\$ billion)

Table 32 Segmentation by Industry Type in Europe 2019?2025 (\$ billion)

Table 33 Segmentation by Industry Type in Europe 2019?2025 (million sq. ft.)

Table 34 Segmentation by Major Countries in Europe 2019?2025 (\$ billion)

Table 35 Segmentation by Major Countries in Europe 2019?2025 (million sq. ft.)

Table 36 Cities in the Netherlands and their Specialty

Table 37 Segment by Exhibition Type in North America 2019?2025 (\$ Billion)

Table 38 Segment by Revenue Stream in North America 2019?2025 (\$ billion)

Table 39 Segment by Industry Type in North America 2019?2025 (\$ billion)

Table 40 Segment by Industry Type in North America 2019?2025 (million sq. ft.)

Table 41 Segmentation by Major Countries in North America 2019?2025 (\$ billion)

Table 42 Segmentation by Major Countries in North America 2019?2025 (million sq. ft.)

Table 43 Segmentation by Exhibition Type in APAC 2019?2025 (\$ billion)

Table 44 Segmentation by Revenue Stream in APAC 2019?2025 (\$ billion)

Table 45 Segmentation by Industry Type in APAC 2019?2025 (\$ billion)

Table 46 Segmentation by Industry Type in APAC 2019?2025 (million sq. ft.)

Table 47 Segmentation by Major Countries in APAC 2019?2025 (\$ billion)

Table 48 Segmentation by Major Countries in APAC 2019?2025 (million sq. ft.)

Table 49 Segmentation by Exhibition Type in Middle East & Africa 2019?2025 (\$ billion)

Table 50 Segmentation by Revenue Stream in Middle East & Africa 2019?2025 (\$ billion)

Table 51 Segmentation by Industry Type in Middle East & Africa 2019?2025 (\$ billion)

Table 52 Segmentation by Industry Type in Middle East & Africa 2019?2025 (million sq. ft.)

Table 53 Segmentation by Major Countries in Middle East & Africa 2019?2025 (\$ billion)

Table 54 Segmentation by Major Countries in Middle East & Africa 2019?2025 (million sq. ft.)

Table 55 Segmentation by Exhibition Type in Latin America 2019?2025 (\$ billion)

Table 56 Segmentation by Revenue Stream in Latin America 2019?2025 (\$ billion)

Table 57 Segmentation by Industry Type in Latin America 2019?2025 (\$ billion)

Table 58 Segmentation by Industry Type in Latin America 2019?2025 (million sq. ft.)

Table 59 Segmentation by Major Countries in Latin America 2019?2025 (\$ billion)

Table 60 Segmentation by Major Countries in Latin America 2019?2025 (million sq. ft.)

Table 61 Global Exhibitions & Events Market by Regions 2019?2025 (\$ billion)

Table 62 Global Exhibitions & Events Market by Regions 2019?2025 (million sq. ft.)

Table 63 Global Exhibitions & Events Market by Exhibition Type 2019?2025 (\$ billion)

Table 64 Global Exhibitions & Events Market by Revenue Stream 2019?2025 (\$ billion)

Table 65 Global Exhibitions & Events Market by Industry Type 2019?2025 (\$ billion)

Table 66 Global Exhibitions & Events Market by Industry Type 2019?2025 (million sq. ft.)

Table 67 Global B2B Exhibitions & Events Market 2019?2025 (\$ billion)

Table 68 Global B2C Exhibitions & Events Market 2019?2025 (\$ billion)

Table 69 Global Mixed Exhibitions & Events Market 2019?2025 (\$ billion)

Table 70 Global Exhibitions & Events Market by Exhibitor Fees 2019?2025 (\$ billion)

Table 71 Global Exhibitions & Events Market by Sponsorship Fees 2019?2025 (\$ billion)

Table 72 Global Exhibitions & Events Market by Entrance Fees 2019?2025 (\$ billion)

Table 73 Global Exhibitions & Events Market by Services 2019?2025 (\$ billion)

Table 74 Global Exhibitions & Events Market by Consumer Goods & Retail Sector 2019?2025 (\$ billion)

Table 75 Global Exhibitions & Events Market by Consumer Goods & Retail Sector 2019?2025 (million sq. ft.)

Table 76 Global Exhibitions & Events Market by Hospitality Sector 2019?2025 (\$ billion)

Table 77 Global Exhibitions & Events Market by Hospitality Sector 2019?2025 (million sq. ft.)

Table 78 Global Exhibitions & Events Market by AFF & Energy Sector 2019?2025 (\$ billion)

Table 79 Global Exhibitions & Events Market by AFF & Energy Sector 2019?2025 (million sq. ft.)

Table 80 Global Exhibitions & Events Market by Automotive & Transportation Sector 2019?2025 (\$ billion)

Table 81 Global Exhibitions & Events Market by Automotive & Transportation Sector 2019?2025 (million sq. ft.)

Table 82 Global Exhibitions & Events Market by Industrial Sector 2019?2025 (\$ billion)

Table 83 Global Exhibitions & Events Market by Industrial Sector 2019?2025 (million sq. ft.)

Table 84 Global Exhibitions & Events Market by Entertainment Sector 2019?2025 (\$ billion)

Table 85 Global Exhibitions & Events Market by Entertainment Sector 2019?2025 (million sq. ft.)

Table 86 Global Exhibitions & Events Market by Other Sectors 2019?2025 (\$ billion)

Table 87 Global Exhibitions & Events Market by Other Sectors 2019?2025 (million sq. ft.)

Table 88 Segmentation by Exhibition Type in Europe 2019?2025 (\$ billion)

Table 89 Segmentation by Revenue Stream in Europe 2019?2025 (\$ billion)

Table 90 Segmentation by Industry Type in Europe 2019?2025 (\$ billion)

Table 91 Segmentation by Industry Type in Europe 2019?2025 (million sq. ft.)

Table 92 Segmentation by Country in Europe 2019?2025 (\$ billion)

Table 93 Segmentation by Country in Europe 2019?2025 (million sq. ft.)

Table 94 Segmentation by Exhibition Type in North America 2019?2025 (\$ billion)

Table 95 Segmentation by Revenue Stream in North America 2019?2025 (\$ billion)

Table 96 Segmentation by Industry Type in North America 2019?2025 (\$ billion)

Table 97 Segmentation by Industry Type North America 2019?2025 (million sq. ft.)

Table 98 Segmentation by Country in North America 2019?2025 (\$ billion)

Table 99 Segmentation by Country in North America 2019?2025 (million sq. ft.)

Table 100 Segmentation by Exhibition Type in APAC 2019?2025 (\$ billion)

Table 101 Segmentation by Revenue Stream in APAC 2019?2025 (\$ billion)

Table 102 Segmentation by Industry Type in APAC 2019?2025 (\$ billion)

Table 103 Segmentation by Industry Type APAC 2019?2025 (million sq. ft.)

Table 104 Segmentation by Country in APAC 2019?2025 (\$ billion)

Table 105 Segmentation by Country in APAC 2019?2025 (million sq. ft.)

Table 106 Segmentation by Exhibition Type in Middle East & Africa 2019?2025 (\$ billion)

Table 107 Segmentation by Revenue Stream in Middle East & Africa 2019?2025 (\$ billion)

Table 108 Segmentation by Industry Type in Middle East & Africa 2019?2025 (\$ billion)

Table 109 Segmentation by Industry Type in Middle East & Africa 2019?2025 (million sq. ft.)

Table 110 Segmentation by Country in Middle East & Africa 2019?2025 (\$ billion)

Table 111 Segmentation by Country in Middle East & Africa 2019?2025 (million sq. ft.)

Table 112 Market by Exhibition Type in Latin America 2019?2025 (\$ billion)

Table 113 Market by Revenue Stream in Latin America 2019?2025 (\$ billion)

Table 114 Market by Industry Type in Latin America 2019?2025 (\$ billion)

Table 115 Market by Industry Type in Latin America 2019?2025 (million sq. ft.)

Table 116 Market by Country in Latin America 2019?2025 (\$ billion)

Table 117 Market by Country in Latin America 2019?2025 (million sq. ft.)



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