

Exhibitions Market - Global Outlook and Forecast 2018-2023

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Abstracts

This market research report on the global exhibitions market 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 economic development (mature economies and emerging economies) and by geography (APAC, Europe, North America, and ROW).

Exhibitions Market - Overview

An exhibition is an impressive marketing tool, and it helps organizations to showcase skills and works of art, demonstrate products, drive innovations, fine-tune strategy, and gather data. The concentration of the traditional and online channels of marketing is increasing the preference for exhibitions as a marketing channel for many businesses. The integration of exhibitions as complementing content marketing opportunities helps organization to fill the void left by online activities, with face-to-face conversations and authenticity. The uncertain business environment and frequent policy changes are encouraging exhibitions organizers to face the challenges with creativity, crafting new condensed show formats and enabling digital environments at show floors. New opportunities in developing and emerging economies will fuel rapid growth in the global exhibitions market.

Business owners are shifting their focus to exhibitions as they offer opportunities to create meaning at multiple touch points via face-to-face interactions and hands-on experiences. The leading vendors are leveraging technology to make exhibitions more personal and interactive by providing compelling, salient, and relevant experience for visitors. The global exhibitions market is projected to generate revenues of around \$36.35 billion, growing at a CAGR of 4.88% by 2023.

Exhibitions Market - Dynamics

The use of big data analytics will enable exhibitors to make strategic marketing programs and digital campaigns

The integration of exhibitions and big data analytics will help organizers develop effective strategies that will drive the growth of the global exhibitions market. Exhibition organizers are using Big Data to provide valuable business intelligence that can help them stay on top of the game. The data gathered from these analytics helps drive better logistics planning, increases sponsorship opportunities, and boosts exhibition participation. Analytics aids in improving revenues, and companies use big data to increase the attendance rate at exhibitions. Moreover, big data analytics offers solutions that are used to crunch numbers for CRM, marketing, e-mail marketing, sales, and event management. The increasing presence of big data analytics will propel the growth of the global exhibitions market during the forecast period.

Exhibitions Market Segmentation

This market research report includes a comprehensive segmentation of the market by economic development and by geography.

Exhibitions Market – By Economic Development

Mature economies to lead the global exhibitions market by 2023

The global exhibitions market is categorized into the following channels: mature economies and emerging economies. The mature economies dominated the economic development segment, occupying more than 77% of the total market share. In mature economies, the impact of exhibitions directly affects the takeaway experience and brand awareness. Exhibitions in mature economies impact the success of the business year around and help track consumer moments.

In emerging markets, exhibitions help stimulate commercial and industrial development through technology transfer, advancing national and regional industries, and increasing foreign investments in infrastructure and the industry. These programs also aid in boosting the revenues and support SME development in the market.

Exhibitions Market – By Geography

Exhibitors in North America hold exhibitions outside the region to gain international exposure

The global exhibitions market is divided into four major geographical regions such as North America, Europe, APAC, and ROW. The exhibitions market in North America is expected to grow at a CAGR of more than 4% during the forecast period. The increasing number of partnerships among tech companies with service providers to offer bundles of digital technologies to exhibition organizers will propel the growth in the North American market.

APAC is the fastest growing region in the global exhibitions market at a CAGR of around 7% by 2023. The increase in investments in Hong Kong, China, and India will drive the market for exhibitions in the region. The importance of face-to-face conversations will propel the need for B2B exhibitions in the APAC market to promote industrial development.

Key Countries Profiled

The key countries profiled in the report are:

US

Canada

Germany

France

UK

China

Hong Kong

India

Brazil

GCC

Mexico

Key Vendor Analysis

The global exhibitions market is highly fragmented, and leading ten vendors control around 20% of the total market share. Other prominent vendors also have a sizeable international and local presence with some of the leading players in the exhibition market. The market players are primarily focusing on effective strategies to maintain their market share. Increased mergers and acquisitions will lead to the consolidation of the market. Additionally, the market is also witnessing a trend of acquiring niche exhibitions for diversification of portfolios and increasing profitability among leading vendors.

The major vendors in the global market are:

Fiera Milano

GL Events

ITE Group

MCH Group

Messe Frankfurt

RELX Group

UBM

Other prominent vendors include Emerald Expositions, Deutsche Messe, HKTDC, Informa Exhibitions, Koelnmesse, Messe Dusseldorf, Messe Munchen, and Viparis.

KEY MARKET INSIGHTS INCLUDE

1. The analysis of the exhibitions market provides market size and growth rate for the

forecast period 2018–2023.

2. The report offers comprehensive insights on current industry trends, trend forecast, and growth drivers of exhibitions market.
3. It provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. The report offers a complete overview of market segments and regional outlook of global exhibitions market.
5. It includes a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

Report Snapshot

The global exhibitions market is expected to witness a spike in B2B marketing spends in specific markets and create new areas for revenue in the market. Exhibition formats are witnessing innovations in terms of patterns, textures, colors, and materials. There is a trend toward high and suspended structures and intersecting shapes and angles in exhibition stalls.

Base Year: 2017

Forecast Year: 2018–2023

The study considers the present scenario of the global exhibitions market 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 Global Exhibitions Market

Fiera Milano

Business Overview

Business Segment

Product Offerings

Key Strengths

Key Strategies

Key Opportunities

GL Events

ITE Group

MCH Group

Messe Frankfurt

RELX Group

UBM

Prominent Players in the Global Exhibitions Market

Emerald Expositions

Product Offerings

Key Strengths

Key Strategies

Deutsche Messe

HKTDC

Informa Exhibitions

Koelnmesse

Messe Dusseldorf

Messe Munchen

Viparis

Market Segmentation by Economic Development

Mature Economies

Emerging Economies

Market Segmentation by Geography

APAC

China

India

Hong Kong

North America

US

Canada

Europe

France

Germany

UK

ROW

Brazil

GCC

Mexico

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