

# Global Exhibition Industry - Opportunities and Forecasts: 2015 Edition

https://marketpublishers.com/r/GC7796E63D4EN.html

Date: May 2015

Pages: 72

Price: US\$ 800.00 (Single User License)

ID: GC7796E63D4EN

# **Abstracts**

### Scope of Report

The report titled "Global Exhibition Industry - Opportunities and Forecasts: 2015 Edition" provides an insight into the global exhibition industry along with the study of regional markets including the US, European Union, and the Asia Pacific. The report assesses the market sizing and growth of the exhibition industry in major regions, the growth drivers of the exhibition industry and various trends witnessed in the industry. The report provides information on the market size, segmentation on various parameters and distribution structure and capabilities of the leading players in the exhibition industry. The report also discusses key factors driving growth of the industry, major trends and challenges faced by major players in these countries. Further, key global event organizers like Reed Exhibitions, United Business Media (UBM), Messe Frankfurt and Informa are profiled in the report along with their financial performance and business strategies.

#### **Regional Analysis**

**US Exhibition Market** 

**Europe Exhibition Market** 

Asia Pacific Exhibition Market

# **Company Analysis**



Reed Exhibitions

United Business Media (UBM) plc.

Messe Frankfurt

Informa plc.

## **Executive Summary**

Exhibitions are generally onetime highly organized events whose sole purpose is to enhance future sales. The growth of the global exhibition market could be attributed to various reasons with growth coming from emerging markets as the main driving force. Growth in the exhibitions market is correlated to business to business marketing spend, historically driven by levels of corporate profitability, which itself has followed overall growth in GDP, and business investment. Hence rising GDP of the countries is another key factor to the growth of exhibition industry. Better economic conditions, increased jewelry exhibition market and increased demand from business entrepreneurs are the other key factors driving the growth of Exhibition Industry.

However, with immense growth opportunities, the exhibition market faces the challenges in terms of logistics services as the key to exhibit in other nations is to maintain huge products. Logistics and infrastructure, large unmet demand of space, intense international competition and internet connectivity are a few of the bottlenecks in the growth of the industry. The market is also characterized with trends like seasonality of the industry, increasing social media and rising investor's interest in the market which could be highlighted from the fact of acquisition of Nielsen Expositions by Onex Corporation.



## **Contents**

#### 1. EXECUTIVE SUMMARY

#### 2. OVERVIEW OF EXHIBITIONS AND EVENTS

- 2.1 Trade Fairs versus Exhibitions
- 2.1 Types of Exhibition
- 2.3 Types of Events

#### 3. GLOBAL EXHIBITION MARKET: AN ANALYSIS

- 3.1 Global Exhibition Market: Sizing and Growth
- 3.2 Geographic Split of Global Exhibition Market

#### 4. GLOBAL EXHIBITION MARKET: SIZING BY VENUE

- 4.1 Global Exhibition Players by Gross Indoor Exhibition Capacity
- 4.2 CEIR Index for Global Exhibition Industry

#### 5. GLOBAL EXHIBITION MARKET: REGIONAL ANALYSIS

- 5.1 US Exhibition Market
- 5.2 European Exhibition Market
  - 5.2.1 Germany Exhibition Market
  - 5.2.2 UK Exhibition Market
  - 5.2.3 Italy Exhibition Market
- 5.3 Asian Exhibition Market
  - 5.3.1 China Exhibition Market
  - 5.3.2 Thailand Exhibition Industry
  - 5.3.3 Hong Kong Exhibition Market
  - 5.3.4 India Exhibition Market

#### 6. GLOBAL EXHIBITION MARKET: GROWTH DRIVERS & CHALLENGES

- 6.1 Growth Drivers of Global Exhibition Market
  - 6.1.1 GDP Impetus to Growth
  - 6.1.2 Growth in Emerging Markets
  - 6.1.2 Better Economic Condition



- 6.1.3 Jewelry Exhibition Market
- 6.1.4 Increased Demand for Business-focused Events
- 6.2 Global Exhibition Market: Major Trends
  - 6.2.1 Exhibition Industry New Attraction for Investors
  - 6.2.2 Seasonality of the Industry
  - 6.2.3 Social Media Gaining Importance in MICE Industry
  - 6.2.4 Increased Demand for Business Focused Events
- 6.3 Global Exhibition Market: Key Challenges
  - 6.3.1 Unmet Demand of Exhibition Space
  - 6.3.2 Issues Related to Transportation and Logistics
  - 6.3.3 Infrastructural Issues
  - 6.3.4 International Competition
  - 6.3.5 Internet Connectivity

#### 7. COMPETITIVE LANDSCAPE: GLOBAL EXHIBITION MARKET

#### 8. COMPANY PROFILES: GLOBAL EXHIBITION MARKET

- 8.1 United Business Media (UBM)
  - 8.1.1 Business Description
  - 8.1.2 Financial Overview
  - 8.1.3 Business Strategies
- 8.2 Reed Exhibition
  - 8.2.1 Business Description
  - 8.2.2 Financial Overview
  - 8.2.3 Business Strategies
- 8.3 Messe Frankfurt
  - 8.3.1 Business Description
  - 8.3.2 Financial Overview
- 8.3.3 Business Strategies
- 8.4 Informa PLC
  - 8.4.1 Business Description
  - 8.4.2 Financial Overview
  - 8.4.3 Business Strategies



# Figures & Tables

#### LIST OF FIGURES AND TABLES

- Figure 1: Global Exhibition Market (In US\$ Billions), 2009- 2014
- Figure 2: Forecasted Global Exhibition Market (In US\$ Billions), 2015-2020
- Figure 3: Geographic Split of Global Exhibitions Market, 2014
- Figure 4: Regional Trends in Gross Indoor Exhibition Space, (In Million Sq m.), 2011-2013
- Figure 5: World's Largest Exhibition Centers by Gross Indoor Exhibition Capacity, 2014
- Figure 6: CEIR Index for Overall Exhibition Industry
- Figure 7: CEIR Overall Index by Sector, Year-on-Year Percent Change, 2014
- Figure 8: Global Exhibition Market by Country, (In US\$ Billions), 2013
- Figure 9: US Exhibition Market, (In US\$ Billions), 2010-2013
- Figure 10: Forecasted US Exhibition Market, (In US\$ Billions), 2014-2019
- Figure 11: US Events Market Players Positioning, (In US\$ Millions), 2013
- Figure 12: US States With the Largest Amount of Exhibition Space, (In Million Sq Ft), 2014
- Figure 13: Europe Exhibition Market, (In US\$ Billions), 2010-2013
- Figure 14: Germany Exhibition Market, (In US\$ Billions), 2010-2013
- Figure 15: Turnover of Exhibition Companies in Germany (In US\$ Billions), 2013
- Figure 16: Forecasted Germany Exhibition Market, (In US\$ Billions), 2014-2019
- Figure 17: UK Exhibition Market, (In US\$ Billions), 2010-2013
- Figure 18: Forecasted UK Exhibition Market, (In US\$ Billions), 2014-2019
- Figure 19: Italian Exhibition Market, (In US\$ Billion), 2009-2013
- Figure 20: Forecasted Italian Exhibition Market, (In US\$ Billion), 2014-2019
- Figure 21: Top 10 Exhibitions in Italy by Net Exhibition Space (In Square Meter), 2014
- Figure 22: China Exhibition Market, (In US\$ Billions), 2010-2013
- Figure 23: Forecasted China Exhibition Market, (In US\$ Billions), 2014-2019
- Figure 24: Size of Hong Kong Convention and Exhibition Industry, (In US\$ Billions), 2009-2014
- Figure 25: The number of exhibitions held in Hong Kong, 2009-2012
- Figure 26: Breakup of Exhibition Industry in Hong Kong, 2012
- Figure 27: India Event Industry Size, (In US\$ Millions), 2009-2013
- Figure 28: Forecasted India Event Industry Size, (In US\$ Millions), 2014-2019
- Figure 29: India Exhibition Industry Size, (In US\$ Millions), 2010-2014E
- Figure 30: Forecasted GDP, (%), 2014-2016
- Figure 31: Exhibition Market as a Percentage of GDP by Country, 2013 (%)
- Figure 32: Global Exhibition Market V/s GDP Growth, 2008-2017F



Figure 33: % of Companies Declaring That the Impact of the "Economic Crisis" Of

Their Exhibition Business Is Now Over

Figure 34: Forecasted World Jewelry Market (In US\$ Billions), 2014-2020

Figure 35: Shares of Global Events Industry Players, 2014

Figure 36: Future Relevance of Social Media for Meetings Industry

Figure 37: Exhibition Market Growth by Country, 2012-2013

Figure 38: UBM's Revenue (In Millions), 2010-2014

Figure 39: UBM's Revenue by Segment, 2014

Figure 40: UBM's Revenue by Industry Verticals, 2014

Figure 41: UBM's Revenue by Geography, 2014

Figure 42: UBM Events Market (In US\$ Millions), 2009-2013

Figure 43: Reed Exhibitions Revenue, (In Millions), 2010-2014

Figure 44: Reed Exhibitions Revenue by Geographical Market, 2014

Figure 45: Reed Exhibitions Revenue by Format, 2013

Figure 46: Reed Exhibitions Events in Emerging Markets, 2011-2014

Figure 47: Messe Frankfurt Revenue, (In Millions), 2009-2013

Figure 48: Total Number of Events organized by Messe Frankfurt, (In Units) 2009-2013

Figure 49: Informa PLC Revenue, (In Billions), 2009-2013

Figure 50: Divisional summary of Informa Plc. 2014

Figure 51: Informa Plc. Revenue by Geographical Market, 2014

Table 1: Asia's Exhibition Space Sold by Net Square Meter, 2013

Table 2: World's Largest Jewelry Fairs, 2013

Table 3: Overnight MICE Arrivals by Country/Region

Table 4: Turnover of Exhibition Companies Worldwide, (In Euro Millions), 2012-2013

Table 5: Messe Frankfurt - Key Figures, 2013



#### I would like to order

Product name: Global Exhibition Industry - Opportunities and Forecasts: 2015 Edition

Product link: <a href="https://marketpublishers.com/r/GC7796E63D4EN.html">https://marketpublishers.com/r/GC7796E63D4EN.html</a>

Price: US\$ 800.00 (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 <a href="https://marketpublishers.com/r/GC7796E63D4EN.html">https://marketpublishers.com/r/GC7796E63D4EN.html</a>

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
	Custumer signature

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

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