

# Global Exhibition Market: Analysis By Revenue Stream, By Mode, By Type, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

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## Abstracts

The global exhibition market was valued at US\$13.87 billion in 2021 and is expected to grow to US\$36.31 billion by 2026. The term “exhibition” refers to the marketplace where exhibitors, organizers, audience and sponsors come together to crack deals, get knowledge about the industry and gain competitive advantage, market about new products and services, etc. The exhibitors are the companies and businesses who showcase their products and services in the exhibition to get investments and customers.

Many companies use exhibitons as a marketing tool for their products and services and are now innovating on the mode such as hybrid exhibitions. The exhibition market is projected to expand at a CAGR of 12.96% over the forecast period of 2022-2026.

### Market Segmentation Analysis:

**By Revenue Streams:** The report consists the bifurcation of the exhibition market into four segments based on revenue streams: Exhibitors Fees, Public Admission Fees, Sponsorship Fees, and Others. In 2021, the exhibitors fees segment lead the exhibition market, covering 40% share of the market. The exhibitor fees industry is expected to experience high growth, owing to the increasing in the number of exhibitors because organizers are conducting hybrid exhibitions, which has resulted in the exponential growth of exhibitions in the exhibition industry. The sponsorship fees exhibition market is expected to grow at the highest CAGR of approximately 15%. Sponsorships are essential part of the exhibitions as it helps to meet the marketing objective for the

companies, which will create demand for sponsorships and growth in the sponsorship fees exhibition market.

**By Type:** The report provides the bifurcation of the exhibition market into three segments based on type: Business to Business (B2B), Business to Consumer (B2C), and Mixed. In 2021, the Business to Business (B2B) segment lead the exhibition market, occupying almost 41% of the market. The Business to Business (B2B) industry is expected to experience high growth, owing to the increasing demand for the industry information, knowledge of new products and services, new marketing tools for the businesses, etc, which has resulted in the significant growth of business to business exhibitions in the exhibition industry.

**By Mode:** The report identifies three segments on the basis of mode: Physical, Digital, and Hybrid. In 2021, physical segment covered half of the global exhibition market. The Physical exhibition industry is expected to experience high growth, owing to the increase in traveling and high net worth individuals, who participate in auctions and other activities held in the exhibitions. The Digital exhibition market is expected to grow at the highest CAGR of approximately 23%. Companies have strated to conduct online digital exhibitions and would continue this in the future because of the cost and time effectiveness, less burden on the organizers and exhibitors, etc.

**By Region:** In the report, the global exhibition market is divided into five regions: North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. North America dominated the market in 2021 with almost 45% share of the global exhibition market. North America is anticipated to lead the global exhibition market during the forecast period, due to the presence of well-established venues and exhibition spaces to conduct exhibitions. The exhibition market in the Asia Pacific is expected to hold a significant share, due to the presence of various developing countries and a growing number of exhibiton centers. India exhibition market provides lucrative opportunities in the coming years. Various reasons such as rising emphasis on quality of participants, digitalization, and introduction of global events, are expected to drive the growth of the market in India.

#### Global Exhibition Market Dynamics:

**Growth Drivers:** One of the most important factors impacting exhibition market dynamics is the rise in the High Net Worth Individuals (HNWI). The increase in the high net worth individual is an important growth driver owing to the increase in the auctions in the exhibtions. Furthermore, the market has been growing over the past few years, due to

factors such as growth in emerging markets, rising business travel, increasing online exhibitions, use of exhibition as marketing tool, etc.

**Challenges:** However, the market has been confronted with some challenges specifically, high costing for set up and substitutes available for the exhibitions conducted.

**Trends:** The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as use of new technology; Metaverse, which creates a virtual universe combining different parts of digital technology such as virtual reality, networking, live streaming, etc. Furthermore, the market is expected to grow in the future due to digital and physical Innovations, adoption of cloud based solutions, artificial intelligence (AI), increase in hybrid events, etc.

#### Impact Analysis of COVID-19 and Way Forward:

Due to the pandemic, most companies had to cancel or postpone the exhibitions conducted worldwide as large gathering was prohibited, which lead to huge losses for the exhibition industry. But post-COVID, the exhibition market accelerated and the demand for the online exhibitions was seen due to the innovations in technology, and the need for exhibitons as a marketing tool for businesses and companies. New trends were used such as hybrid events, internationalization, demand for upgrade in venue infrastructure and service, video conferences , etc, by the companies to execute the exhibitions and provide knowledge of different industries to the companies and customers.

#### Competitive Landscape:

The global exhibition market is highly fragmented and has many local operators. Together Informa and RX would have a combined market share of just over 12%.

The key players of the global exhibition market are:

Informa PLC

RELX PLC

Messe Frankfurt GmbH

Messe Munchen GmbH

Messe Dusseldorf GmbH

Comexposium Group

Hyve Group PLC

Clarion Events

DMGT Events (DMG Events)

Fiera Milano SpA

GL Events

Deutsche Messe AG

Emerald Expositions

Koelnmesse GmbH

MCH Group

In the exhibition industry the companies are adapting new technologies to provide better experience of the exhibitions to the audience and increase the demand for the exhibitions.

Scope of the Report:

The report titled “Global Exhibition Market: Analysis By Revenue Stream, By Mode, By Type, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026”, includes:

An in-depth analysis of the global exhibition market by value, by revenue stream, by type, by mode, by region, etc.

The regional analysis of the exhibition market, including the following regions:

North America (The US and Rest of North America)

Europe (UK, Germany, France, and the Rest of Europe)

Asia Pacific (China, Japan, India, Hong Kong and the Rest of the Asia Pacific)

Latin America

Middle East and Africa

Comprehensive information about emerging markets. This report analyses the market for various segments across geographies.

Provides an analysis of the COVID-19 impact on the global exhibition market.

Assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall exhibition market has also been forecasted for the period 2022-2026, taking into consideration the previous growth patterns, the growth drivers, and the current and future trends.

Identification of new technological developments, R&D activities, and product launches occurring in the exhibition market.

In-depth profiling of the key players, including the assessment of the business overview, market strategies, regional and business segments of the leading players in the market.

The recent developments, mergers and acquisitions related to mentioned key players are provided in the market report.

The in-depth analysis provides an insight into the Market, underlining the growth rate and opportunities offered in the business.

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