

Global MICE and Brand Activation Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global MICE and Brand Activation market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

This report studies the MICE & brand activation, MICE, short for meetings, incentives, conventions and exhibitions, is a type of tourism service in which large groups, usually planned well in advance, are brought together. Brand activation, as an application scenario for MICE services, is any campaign, event, or experience that enables your brand to engage directly with consumers and build a loyal brand community around your product or service..

The Global Info Research report includes an overview of the development of the MICE and Brand Activation industry chain, the market status of SME (Meetings, Conventions), Large Enterprise (Meetings, Conventions), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of MICE and Brand Activation.

Regionally, the report analyzes the MICE and Brand Activation markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global MICE and Brand Activation market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the MICE and Brand Activation market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the MICE and Brand Activation industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Meetings, Conventions).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the MICE and Brand Activation market.

Regional Analysis: The report involves examining the MICE and Brand Activation market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the MICE and Brand Activation market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to MICE and Brand Activation:

Company Analysis: Report covers individual MICE and Brand Activation players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards MICE and Brand Activation This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (SME, Large Enterprise).

Technology Analysis: Report covers specific technologies relevant to MICE and Brand

Activation. It assesses the current state, advancements, and potential future developments in MICE and Brand Activation areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the MICE and Brand Activation market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

MICE and Brand Activation market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Meetings

Conventions

Exhibitions

Incentives

Market segment by Application

SME

Large Enterprise

Market segment by players, this report covers

Questex

Carlson Wagonlit Travel

BCD Group

Capita Travel and Events

Cievents

IPG

ATPI

Pico

Uniplan

Freeman

Conference Care

MCI

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe MICE and Brand Activation product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of MICE and Brand Activation, with revenue, gross margin and global market share of MICE and Brand Activation from 2019 to 2024.

Chapter 3, the MICE and Brand Activation competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and MICE and Brand Activation market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of MICE and Brand Activation.

Chapter 13, to describe MICE and Brand Activation research findings and conclusion.

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