

Exhibition Organizing Market by Area (5000-20000 Sqm, 20000-100000 Sqm, More Than 100000 Sqm), Application (Commercial Exhibitions, Art Exhibitions, Academic Exhibitions, and Others), and Region 2024-2032

<https://marketpublishers.com/r/EB79B9D23A7AEN.html>

Date: January 2024

Pages: 144

Price: US\$ 3,899.00 (Single User License)

ID: EB79B9D23A7AEN

Abstracts

The global exhibition organizing market size reached US\$ 32.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 46.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.91% during 2024-2032. The increasing number of different events, government initiatives to organize exhibitions supporting artisans, and the rising usage of social media for promotional purposes represent some of the key factors driving the market.

An exhibition refers to an organized presentation and display of an exquisite selection of products and services. It assists in attracting a wider number of visitors and building new customer relationships. It is usually organized within an educational and cultural setting, including a library, museum, art gallery, park, and hall. An exhibition is organized by planning a theme, finding locations and sponsors, marketing, generating sales, promoting, delivering a message, and building a brand. It is arranged by specialists to simplify the entire event, including the preparation, planning, and post-event stages. It provides the possibility to bring suppliers, buyers, purchase influencers, consultants, and the media together.

Exhibition Organizing Market Trends:

The increasing number of events, art and commercial exhibitions, and trade fairs represent one of the major factors driving the demand for exhibition organizing around the world. Moreover, the rising popularity of virtual events in small and medium-scale enterprises (SMEs) on account of rapid digitization and the increasing adoption of the

remote working module is favoring the growth of the market. These events rely on numerous collaborative tools, including polling, announcements, live chats, and live questions and answers (Q&A) columns, to improve the efficiency of the exhibition. In addition, the growing demand for exhibition management services and the emerging trend of theme parties are influencing the market positively. Apart from this, several exhibition organizers are focusing on using social media for various promotional activities like celebrity endorsements, branding, and event invitations. Furthermore, the growing number of professional exhibition planners to address the evolving needs of clients is creating a positive outlook for the market. Besides this, governing agencies of numerous countries are undertaking initiatives to organize exhibitions supporting artisans with design and promoting culture. They are also collaborating with social media influencers to promote exhibitions. Additionally, the increasing use of guest data for personalized services is propelling the growth of the market. Exhibition organizers and hotels are connecting via the social media profiles of guests as this helps them provide services according to the requirements of the guests, which include early and late check-in facilities for the convenience of guests. Such services offered by exhibition organizers and hotels to their guests drive them to revisit the same venue and hotel, which is anticipated to provide a favorable outlook to the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global exhibition organizing market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on area and application.

Area Insights:

5000-20000 Sqm

20000-100000 Sqm

More Than 100000 Sqm

The report has also provided a detailed breakup and analysis of the exhibition organizing market based on the area. This includes 5000-20000, 20000-100000, and More Than 100000 Sqm. According to the report, 5000-20000 sqm represented the largest segment.

Application Insights:

Commercial Exhibitions

Art Exhibitions
Academic Exhibitions
Others

A detailed breakup and analysis of the exhibition organizing market based on the application has also been provided in the report. This includes commercial exhibitions, art exhibitions, academic exhibitions, and others. According to the report, art exhibitions accounted for the largest market share.

Regional Insights:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada), Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others), Europe (Germany,

France, the United Kingdom, Italy, Spain, Russia, and others), Latin America (Brazil, Mexico, and others), and the Middle East and Africa. According to the report, North America was the largest market for exhibition organizing. Some of the factors driving the North America exhibition organizing market included the increasing number of exhibitions, the rising popularity of virtual events, the growing number of exhibition organizers using social media for various promotional activities, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global exhibition organizing market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Coex, Emerald Events, Fiera Milano S.p.A., GL events, Hong Kong Trade Development Council, Koelnmesse GmbH, Messe Frankfurt GmbH, Messe M?nchen GmbH, N?rnbergMesse GmbH, RELX Plc, Tokyo Big Sight Inc., etc.

Key Questions Answered in This Report

1. How big is the global exhibition organizing market?
2. What is the expected growth rate of the global exhibition organizing market during 2024-2032?
3. What are the key factors driving the global exhibition organizing market?
4. What has been the impact of COVID-19 on the global exhibition organizing market?
5. What is the breakup of the global exhibition organizing market based on the area?
6. What is the breakup of the global exhibition organizing market based on the application?
7. What are the key regions in the global exhibition organizing market?
8. Who are the key players/companies in the global exhibition organizing market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL EXHIBITION ORGANIZING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY AREA

- 6.1 5000-20000 Sqm
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 20000-100000 Sqm
 - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 More Than 100000 Sqm
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 Commercial Exhibitions
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Art Exhibitions
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Academic Exhibitions
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia-Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast

- 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast
 - 8.4.2 Mexico

- 8.4.2.1 Market Trends
- 8.4.2.2 Market Forecast
- 8.4.3 Others
 - 8.4.3.1 Market Trends
 - 8.4.3.2 Market Forecast
- 8.5 Middle East and Africa
 - 8.5.1 Market Trends
 - 8.5.2 Market Breakup by Country
 - 8.5.3 Market Forecast

9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 9.1 Overview
- 9.2 Drivers
- 9.3 Restraints
- 9.4 Opportunities

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

- 11.1 Overview
- 11.2 Bargaining Power of Buyers
- 11.3 Bargaining Power of Suppliers
- 11.4 Degree of Competition
- 11.5 Threat of New Entrants
- 11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

- 13.1 Market Structure
- 13.2 Key Players
- 13.3 Profiles of Key Players
 - 13.3.1 Coex
 - 13.3.1.1 Company Overview

- 13.3.1.2 Product Portfolio
- 13.3.2 Emerald Events
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
- 13.3.3 Fiera Milano S.p.A.
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.3.3 Financials
- 13.3.4 GL events
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
 - 13.3.4.3 Financials
- 13.3.5 Hong Kong Trade Development Council
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
- 13.3.6 Koelnmesse GmbH
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
- 13.3.7 Messe Frankfurt GmbH
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
- 13.3.8 Messe M?nchen GmbH
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
- 13.3.9 N?rnbergMesse GmbH
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
- 13.3.10 RELX Plc
 - 13.3.10.1 Company Overview
 - 13.3.10.2 Product Portfolio
 - 13.3.10.3 Financials
 - 13.3.10.4 SWOT Analysis
- 13.3.11 Tokyo Big Sight Inc
 - 13.3.11.1 Company Overview
 - 13.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Exhibition Organizing Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Exhibition Organizing Market Forecast: Breakup by Area (in Million US\$), 2024-2032

Table 3: Global: Exhibition Organizing Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 4: Global: Exhibition Organizing Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 5: Global: Exhibition Organizing Market: Competitive Structure

Table 6: Global: Exhibition Organizing Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Exhibition Organizing Market: Major Drivers and Challenges

Figure 2: Global: Exhibition Organizing Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Exhibition Organizing Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Exhibition Organizing Market: Breakup by Area (in %), 2023

Figure 5: Global: Exhibition Organizing Market: Breakup by Application (in %), 2023

Figure 6: Global: Exhibition Organizing Market: Breakup by Region (in %), 2023

Figure 7: Global: Exhibition Organizing (5000-20000 Sqm) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 8: Global: Exhibition Organizing (5000-20000 Sqm) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 9: Global: Exhibition Organizing (20000-100000 Sqm) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Exhibition Organizing (20000-100000 Sqm) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Exhibition Organizing (More Than 100000 Sqm) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Exhibition Organizing (More Than 100000 Sqm) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Exhibition Organizing (Commercial Exhibitions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Exhibition Organizing (Commercial Exhibitions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Exhibition Organizing (Art Exhibitions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Exhibition Organizing (Art Exhibitions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Exhibition Organizing (Academic Exhibitions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Exhibition Organizing (Academic Exhibitions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Exhibition Organizing (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Exhibition Organizing (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: North America: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: North America: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: United States: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: United States: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Canada: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Canada: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Asia-Pacific: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Asia-Pacific: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: China: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: China: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Japan: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Japan: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: India: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: India: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: South Korea: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: South Korea: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Australia: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Australia: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Indonesia: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Indonesia: Exhibition Organizing Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 41: Others: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Others: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: Europe: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Europe: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Germany: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Germany: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: France: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: France: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: United Kingdom: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: United Kingdom: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Italy: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Italy: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Spain: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Spain: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Russia: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Russia: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Others: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Others: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Latin America: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Latin America: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Brazil: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Brazil: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Mexico: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Mexico: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Others: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Others: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Middle East and Africa: Exhibition Organizing Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Middle East and Africa: Exhibition Organizing Market: Breakup by Country (in %), 2023

Figure 69: Middle East and Africa: Exhibition Organizing Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Global: Exhibition Organizing Industry: Drivers, Restraints, and Opportunities

Figure 71: Global: Exhibition Organizing Industry: Value Chain Analysis

Figure 72: Global: Exhibition Organizing Industry: Porter's Five Forces Analysis

I would like to order

Product name: Exhibition Organizing Market by Area (5000-20000 Sqm, 20000-100000 Sqm, More Than 100000 Sqm), Application (Commercial Exhibitions, Art Exhibitions, Academic Exhibitions, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/EB79B9D23A7AEN.html>

Price: US\$ 3,899.00 (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 <https://marketpublishers.com/r/EB79B9D23A7AEN.html>

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**

Customer signature _____

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

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