

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

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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?

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