

# Brand Activation Service Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/BAB78A10BC97EN.html>

Date: March 2022

Pages: 67

Price: US\$ 3,250.00 (Single User License)

ID: BAB78A10BC97EN

## Abstracts

Brand Activation Service is the service for marketing strategy adopted when the product reaches the maturity stage of product life cycle, and profits have fallen drastically. It is an attempt to bring the product back in the market and secure the sources of customers.

This report contains market size and forecasts of Brand Activation Service in Global, including the following market information:

Global Brand Activation Service Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Brand Activation Service market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Conventions Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Brand Activation Service include Questex, Carlson Wagonlit Travel, BCD Group, Capita, Cievents, IPG, ATPi, Pico Global and Uniplan, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Brand Activation Service

companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Brand Activation Service Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Brand Activation Service Market Segment Percentages, by Type, 2021 (%)

Conventions

Exhibitions

Others

Global Brand Activation Service Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Brand Activation Service Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

Global Brand Activation Service Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Brand Activation Service Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Brand Activation Service revenues in global market, 2017-2022  
(estimated), (\$ millions)

Key companies Brand Activation Service revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Questex

Carlson Wagonlit Travel

BCD Group

Capita

Cievents

IPG

ATPI

Pico Global

Uniplan

Freeman

Conference Care

Cheil Worldwide

MCI Group

## Contents

### **1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**

- 1.1 Brand Activation Service Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global Brand Activation Service Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### **2 GLOBAL BRAND ACTIVATION SERVICE OVERALL MARKET SIZE**

- 2.1 Global Brand Activation Service Market Size: 2021 VS 2028
- 2.2 Global Brand Activation Service Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### **3 COMPANY LANDSCAPE**

- 3.1 Top Brand Activation Service Players in Global Market
- 3.2 Top Global Brand Activation Service Companies Ranked by Revenue
- 3.3 Global Brand Activation Service Revenue by Companies
- 3.4 Top 3 and Top 5 Brand Activation Service Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Brand Activation Service Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Brand Activation Service Players in Global Market
  - 3.6.1 List of Global Tier 1 Brand Activation Service Companies
  - 3.6.2 List of Global Tier 2 and Tier 3 Brand Activation Service Companies

### **4 MARKET SIGHTS BY PRODUCT**

#### 4.1 Overview

4.1.1 by Type - Global Brand Activation Service Market Size Markets, 2021 & 2028

4.1.2 Conventions

4.1.3 Exhibitions

4.1.4 Others

#### 4.2 By Type - Global Brand Activation Service Revenue & Forecasts

4.2.1 By Type - Global Brand Activation Service Revenue, 2017-2022

4.2.2 By Type - Global Brand Activation Service Revenue, 2023-2028

4.2.3 By Type - Global Brand Activation Service Revenue Market Share, 2017-2028

### 5 SIGHTS BY APPLICATION

#### 5.1 Overview

5.1.1 By Application - Global Brand Activation Service Market Size, 2021 & 2028

5.1.2 Large Enterprises

5.1.3 Small and Medium-sized Enterprises (SMEs)

#### 5.2 By Application - Global Brand Activation Service Revenue & Forecasts

5.2.1 By Application - Global Brand Activation Service Revenue, 2017-2022

5.2.2 By Application - Global Brand Activation Service Revenue, 2023-2028

5.2.3 By Application - Global Brand Activation Service Revenue Market Share, 2017-2028

### 6 SIGHTS BY REGION

6.1 By Region - Global Brand Activation Service Market Size, 2021 & 2028

#### 6.2 By Region - Global Brand Activation Service Revenue & Forecasts

6.2.1 By Region - Global Brand Activation Service Revenue, 2017-2022

6.2.2 By Region - Global Brand Activation Service Revenue, 2023-2028

6.2.3 By Region - Global Brand Activation Service Revenue Market Share, 2017-2028

#### 6.3 North America

6.3.1 By Country - North America Brand Activation Service Revenue, 2017-2028

6.3.2 US Brand Activation Service Market Size, 2017-2028

6.3.3 Canada Brand Activation Service Market Size, 2017-2028

6.3.4 Mexico Brand Activation Service Market Size, 2017-2028

#### 6.4 Europe

6.4.1 By Country - Europe Brand Activation Service Revenue, 2017-2028

6.4.2 Germany Brand Activation Service Market Size, 2017-2028

6.4.3 France Brand Activation Service Market Size, 2017-2028

6.4.4 U.K. Brand Activation Service Market Size, 2017-2028

6.4.5 Italy Brand Activation Service Market Size, 2017-2028

6.4.6 Russia Brand Activation Service Market Size, 2017-2028

6.4.7 Nordic Countries Brand Activation Service Market Size, 2017-2028

6.4.8 Benelux Brand Activation Service Market Size, 2017-2028

## 6.5 Asia

6.5.1 By Region - Asia Brand Activation Service Revenue, 2017-2028

6.5.2 China Brand Activation Service Market Size, 2017-2028

6.5.3 Japan Brand Activation Service Market Size, 2017-2028

6.5.4 South Korea Brand Activation Service Market Size, 2017-2028

6.5.5 Southeast Asia Brand Activation Service Market Size, 2017-2028

6.5.6 India Brand Activation Service Market Size, 2017-2028

## 6.6 South America

6.6.1 By Country - South America Brand Activation Service Revenue, 2017-2028

6.6.2 Brazil Brand Activation Service Market Size, 2017-2028

6.6.3 Argentina Brand Activation Service Market Size, 2017-2028

## 6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Brand Activation Service Revenue, 2017-2028

6.7.2 Turkey Brand Activation Service Market Size, 2017-2028

6.7.3 Israel Brand Activation Service Market Size, 2017-2028

6.7.4 Saudi Arabia Brand Activation Service Market Size, 2017-2028

6.7.5 UAE Brand Activation Service Market Size, 2017-2028

# 7 PLAYERS PROFILES

## 7.1 Questex

7.1.1 Questex Corporate Summary

7.1.2 Questex Business Overview

7.1.3 Questex Brand Activation Service Major Product Offerings

7.1.4 Questex Brand Activation Service Revenue in Global Market (2017-2022)

7.1.5 Questex Key News

## 7.2 Carlson Wagonlit Travel

7.2.1 Carlson Wagonlit Travel Corporate Summary

7.2.2 Carlson Wagonlit Travel Business Overview

7.2.3 Carlson Wagonlit Travel Brand Activation Service Major Product Offerings

7.2.4 Carlson Wagonlit Travel Brand Activation Service Revenue in Global Market (2017-2022)

7.2.5 Carlson Wagonlit Travel Key News

## 7.3 BCD Group

7.3.1 BCD Group Corporate Summary



### 7.3.2 BCD Group Business Overview

### 7.3.3 BCD Group Brand Activation Service Major Product Offerings

### 7.3.4 BCD Group Brand Activation Service Revenue in Global Market (2017-2022)

### 7.3.5 BCD Group Key News

## 7.4 Capita

### 7.4.1 Capita Corporate Summary

### 7.4.2 Capita Business Overview

### 7.4.3 Capita Brand Activation Service Major Product Offerings

### 7.4.4 Capita Brand Activation Service Revenue in Global Market (2017-2022)

### 7.4.5 Capita Key News

## 7.5 Cievents

### 7.5.1 Cievents Corporate Summary

### 7.5.2 Cievents Business Overview

### 7.5.3 Cievents Brand Activation Service Major Product Offerings

### 7.5.4 Cievents Brand Activation Service Revenue in Global Market (2017-2022)

### 7.5.5 Cievents Key News

## 7.6 IPG

### 7.6.1 IPG Corporate Summary

### 7.6.2 IPG Business Overview

### 7.6.3 IPG Brand Activation Service Major Product Offerings

### 7.6.4 IPG Brand Activation Service Revenue in Global Market (2017-2022)

### 7.6.5 IPG Key News

## 7.7 ATPI

### 7.7.1 ATPI Corporate Summary

### 7.7.2 ATPI Business Overview

### 7.7.3 ATPI Brand Activation Service Major Product Offerings

### 7.7.4 ATPI Brand Activation Service Revenue in Global Market (2017-2022)

### 7.7.5 ATPI Key News

## 7.8 Pico Global

### 7.8.1 Pico Global Corporate Summary

### 7.8.2 Pico Global Business Overview

### 7.8.3 Pico Global Brand Activation Service Major Product Offerings

### 7.8.4 Pico Global Brand Activation Service Revenue in Global Market (2017-2022)

### 7.8.5 Pico Global Key News

## 7.9 Uniplan

### 7.9.1 Uniplan Corporate Summary

### 7.9.2 Uniplan Business Overview

### 7.9.3 Uniplan Brand Activation Service Major Product Offerings

### 7.9.4 Uniplan Brand Activation Service Revenue in Global Market (2017-2022)

#### 7.9.5 Uniplan Key News

#### 7.10 Freeman

##### 7.10.1 Freeman Corporate Summary

##### 7.10.2 Freeman Business Overview

##### 7.10.3 Freeman Brand Activation Service Major Product Offerings

##### 7.10.4 Freeman Brand Activation Service Revenue in Global Market (2017-2022)

##### 7.10.5 Freeman Key News

#### 7.11 Conference Care

##### 7.11.1 Conference Care Corporate Summary

##### 7.11.2 Conference Care Business Overview

##### 7.11.3 Conference Care Brand Activation Service Major Product Offerings

##### 7.11.4 Conference Care Brand Activation Service Revenue in Global Market (2017-2022)

##### 7.11.5 Conference Care Key News

#### 7.12 Cheil Worldwide

##### 7.12.1 Cheil Worldwide Corporate Summary

##### 7.12.2 Cheil Worldwide Business Overview

##### 7.12.3 Cheil Worldwide Brand Activation Service Major Product Offerings

##### 7.12.4 Cheil Worldwide Brand Activation Service Revenue in Global Market (2017-2022)

##### 7.12.5 Cheil Worldwide Key News

#### 7.13 MCI Group

##### 7.13.1 MCI Group Corporate Summary

##### 7.13.2 MCI Group Business Overview

##### 7.13.3 MCI Group Brand Activation Service Major Product Offerings

##### 7.13.4 MCI Group Brand Activation Service Revenue in Global Market (2017-2022)

##### 7.13.5 MCI Group Key News

## 8 CONCLUSION

## 9 APPENDIX

### 9.1 Note

### 9.2 Examples of Clients

### 9.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Brand Activation Service Market Opportunities & Trends in Global Market

Table 2. Brand Activation Service Market Drivers in Global Market

Table 3. Brand Activation Service Market Restraints in Global Market

Table 4. Key Players of Brand Activation Service in Global Market

Table 5. Top Brand Activation Service Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Brand Activation Service Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Brand Activation Service Revenue Share by Companies, 2017-2022

Table 8. Global Companies Brand Activation Service Product Type

Table 9. List of Global Tier 1 Brand Activation Service Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Brand Activation Service Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Brand Activation Service Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Brand Activation Service Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Brand Activation Service Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Brand Activation Service Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Brand Activation Service Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Brand Activation Service Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Brand Activation Service Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Brand Activation Service Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Brand Activation Service Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Brand Activation Service Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America Brand Activation Service Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Brand Activation Service Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Brand Activation Service Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Brand Activation Service Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Brand Activation Service Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Brand Activation Service Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Brand Activation Service Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Brand Activation Service Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Brand Activation Service Revenue, (US\$, Mn), 2023-2028

Table 30. Questex Corporate Summary

Table 31. Questex Brand Activation Service Product Offerings

Table 32. Questex Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 33. Carlson Wagonlit Travel Corporate Summary

Table 34. Carlson Wagonlit Travel Brand Activation Service Product Offerings

Table 35. Carlson Wagonlit Travel Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 36. BCD Group Corporate Summary

Table 37. BCD Group Brand Activation Service Product Offerings

Table 38. BCD Group Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 39. Capita Corporate Summary

Table 40. Capita Brand Activation Service Product Offerings

Table 41. Capita Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 42. Cievents Corporate Summary

Table 43. Cievents Brand Activation Service Product Offerings

Table 44. Cievents Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 45. IPG Corporate Summary

Table 46. IPG Brand Activation Service Product Offerings

Table 47. IPG Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 48. ATPI Corporate Summary

Table 49. ATPI Brand Activation Service Product Offerings

Table 50. ATPI Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 51. Pico Global Corporate Summary

Table 52. Pico Global Brand Activation Service Product Offerings

Table 53. Pico Global Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 54. Uniplan Corporate Summary

Table 55. Uniplan Brand Activation Service Product Offerings

Table 56. Uniplan Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 57. Freeman Corporate Summary

Table 58. Freeman Brand Activation Service Product Offerings

Table 59. Freeman Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 60. Conference Care Corporate Summary

Table 61. Conference Care Brand Activation Service Product Offerings

Table 62. Conference Care Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 63. Cheil Worldwide Corporate Summary

Table 64. Cheil Worldwide Brand Activation Service Product Offerings

Table 65. Cheil Worldwide Brand Activation Service Revenue (US\$, Mn), (2017-2022)

Table 66. MCI Group Corporate Summary

Table 67. MCI Group Brand Activation Service Product Offerings

Table 68. MCI Group Brand Activation Service Revenue (US\$, Mn), (2017-2022)

## List Of Figures

### LIST OF FIGURES

Figure 1. Brand Activation Service Segment by Type in 2021

Figure 2. Brand Activation Service Segment by Application in 2021

Figure 3. Global Brand Activation Service Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global Brand Activation Service Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Brand Activation Service Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Brand Activation Service Revenue in 2021

Figure 8. By Type - Global Brand Activation Service Revenue Market Share, 2017-2028

Figure 9. By Application - Global Brand Activation Service Revenue Market Share, 2017-2028

Figure 10. By Region - Global Brand Activation Service Revenue Market Share, 2017-2028

Figure 11. By Country - North America Brand Activation Service Revenue Market Share, 2017-2028

Figure 12. US Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Brand Activation Service Revenue Market Share, 2017-2028

Figure 16. Germany Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 17. France Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Brand Activation Service Revenue Market Share, 2017-2028

Figure 24. China Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 28. India Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Brand Activation Service Revenue Market



Share, 2017-2028

Figure 30. Brazil Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Brand Activation Service Revenue Market Share, 2017-2028

Figure 33. Turkey Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Brand Activation Service Revenue, (US\$, Mn), 2017-2028

Figure 37. Questex Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Carlson Wagonlit Travel Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. BCD Group Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Capita Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Cievets Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. IPG Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. ATPi Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Pico Global Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Uniplan Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Freeman Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. Conference Care Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Cheil Worldwide Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. MCI Group Brand Activation Service Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

## I would like to order

Product name: Brand Activation Service Market, Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/BAB78A10BC97EN.html>

Price: US\$ 3,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BAB78A10BC97EN.html>