

MICE and Brand Activation Market - Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/M2F8843C478FEN.html>

Date: January 2022

Pages: 70

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

ID: M2F8843C478FEN

Abstracts

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..

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

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

Global top five companies in 2021 (%)

The global MICE and Brand Activation 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.

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

The global key manufacturers of MICE and Brand Activation include Questex, Carlson Wagonlit Travel, BCD Group, Capita Travel and Events, Cievents, IPG, ATPi, Pico 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 MICE and Brand Activation 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 MICE and Brand Activation Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Meetings

Conventions

Exhibitions

Incentives

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

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

SME

Large Enterprise

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

Global MICE and Brand Activation 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 MICE and Brand Activation revenues in global market, 2017-2022
(estimated), (\$ millions)

Key companies MICE and Brand Activation 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 Travel and Events

Cievents

IPG

ATPI

Pico

Uniplan

Freeman

Conference Care

MCI

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 MICE and Brand Activation Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global MICE and Brand Activation 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 MICE AND BRAND ACTIVATION OVERALL MARKET SIZE

- 2.1 Global MICE and Brand Activation Market Size: 2021 VS 2028
- 2.2 Global MICE and Brand Activation 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 MICE and Brand Activation Players in Global Market
- 3.2 Top Global MICE and Brand Activation Companies Ranked by Revenue
- 3.3 Global MICE and Brand Activation Revenue by Companies
- 3.4 Top 3 and Top 5 MICE and Brand Activation Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies MICE and Brand Activation Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 MICE and Brand Activation Players in Global Market
 - 3.6.1 List of Global Tier 1 MICE and Brand Activation Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 MICE and Brand Activation Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

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

4.1.2 Meetings

4.1.3 Conventions

4.1.4 Exhibitions

4.1.5 Incentives

4.2 By Type - Global MICE and Brand Activation Revenue & Forecasts

4.2.1 By Type - Global MICE and Brand Activation Revenue, 2017-2022

4.2.2 By Type - Global MICE and Brand Activation Revenue, 2023-2028

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

5 SIGHTS BY APPLICATION

5.1 Overview

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

5.1.2 SME

5.1.3 Large Enterprise

5.2 By Application - Global MICE and Brand Activation Revenue & Forecasts

5.2.1 By Application - Global MICE and Brand Activation Revenue, 2017-2022

5.2.2 By Application - Global MICE and Brand Activation Revenue, 2023-2028

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

6 SIGHTS BY REGION

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

6.2 By Region - Global MICE and Brand Activation Revenue & Forecasts

6.2.1 By Region - Global MICE and Brand Activation Revenue, 2017-2022

6.2.2 By Region - Global MICE and Brand Activation Revenue, 2023-2028

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

6.3 North America

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

6.3.2 US MICE and Brand Activation Market Size, 2017-2028

6.3.3 Canada MICE and Brand Activation Market Size, 2017-2028

6.3.4 Mexico MICE and Brand Activation Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe MICE and Brand Activation Revenue, 2017-2028

6.4.2 Germany MICE and Brand Activation Market Size, 2017-2028

6.4.3 France MICE and Brand Activation Market Size, 2017-2028

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

6.4.5 Italy MICE and Brand Activation Market Size, 2017-2028

6.4.6 Russia MICE and Brand Activation Market Size, 2017-2028

6.4.7 Nordic Countries MICE and Brand Activation Market Size, 2017-2028

6.4.8 Benelux MICE and Brand Activation Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia MICE and Brand Activation Revenue, 2017-2028

6.5.2 China MICE and Brand Activation Market Size, 2017-2028

6.5.3 Japan MICE and Brand Activation Market Size, 2017-2028

6.5.4 South Korea MICE and Brand Activation Market Size, 2017-2028

6.5.5 Southeast Asia MICE and Brand Activation Market Size, 2017-2028

6.5.6 India MICE and Brand Activation Market Size, 2017-2028

6.6 South America

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

6.6.2 Brazil MICE and Brand Activation Market Size, 2017-2028

6.6.3 Argentina MICE and Brand Activation Market Size, 2017-2028

6.7 Middle East & Africa

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

6.7.2 Turkey MICE and Brand Activation Market Size, 2017-2028

6.7.3 Israel MICE and Brand Activation Market Size, 2017-2028

6.7.4 Saudi Arabia MICE and Brand Activation Market Size, 2017-2028

6.7.5 UAE MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings

7.1.4 Questex MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings

7.2.4 Carlson Wagonlit Travel MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings
 - 7.3.4 BCD Group MICE and Brand Activation Revenue in Global Market (2017-2022)
 - 7.3.5 BCD Group Key News
- 7.4 Capita Travel and Events
 - 7.4.1 Capita Travel and Events Corporate Summary
 - 7.4.2 Capita Travel and Events Business Overview
 - 7.4.3 Capita Travel and Events MICE and Brand Activation Major Product Offerings
 - 7.4.4 Capita Travel and Events MICE and Brand Activation Revenue in Global Market (2017-2022)
 - 7.4.5 Capita Travel and Events Key News
- 7.5 Cievents
 - 7.5.1 Cievents Corporate Summary
 - 7.5.2 Cievents Business Overview
 - 7.5.3 Cievents MICE and Brand Activation Major Product Offerings
 - 7.5.4 Cievents MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings
 - 7.6.4 IPG MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings
 - 7.7.4 ATPi MICE and Brand Activation Revenue in Global Market (2017-2022)
 - 7.7.5 ATPi Key News
- 7.8 Pico
 - 7.8.1 Pico Corporate Summary
 - 7.8.2 Pico Business Overview
 - 7.8.3 Pico MICE and Brand Activation Major Product Offerings
 - 7.8.4 Pico MICE and Brand Activation Revenue in Global Market (2017-2022)
 - 7.8.5 Pico Key News
- 7.9 Uniplan

7.9.1 Uniplan Corporate Summary

7.9.2 Uniplan Business Overview

7.9.3 Uniplan MICE and Brand Activation Major Product Offerings

7.9.4 Uniplan MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings

7.10.4 Freeman MICE and Brand Activation 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 MICE and Brand Activation Major Product Offerings

7.11.4 Conference Care MICE and Brand Activation Revenue in Global Market
(2017-2022)

7.11.5 Conference Care Key News

7.12 MCI

7.12.1 MCI Corporate Summary

7.12.2 MCI Business Overview

7.12.3 MCI MICE and Brand Activation Major Product Offerings

7.12.4 MCI MICE and Brand Activation Revenue in Global Market (2017-2022)

7.12.5 MCI 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. MICE and Brand Activation Market Opportunities & Trends in Global Market

Table 2. MICE and Brand Activation Market Drivers in Global Market

Table 3. MICE and Brand Activation Market Restraints in Global Market

Table 4. Key Players of MICE and Brand Activation in Global Market

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

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

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

Table 8. Global Companies MICE and Brand Activation Product Type

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

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

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

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

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

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

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

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

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

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

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

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

Table 21. By Country - North America MICE and Brand Activation Revenue, (US\$, Mn),

2023-2028

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

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

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

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

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

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

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

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

Table 30. Questex Corporate Summary

Table 31. Questex MICE and Brand Activation Product Offerings

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

Table 33. Carlson Wagonlit Travel Corporate Summary

Table 34. Carlson Wagonlit Travel MICE and Brand Activation Product Offerings

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

Table 36. BCD Group Corporate Summary

Table 37. BCD Group MICE and Brand Activation Product Offerings

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

Table 39. Capita Travel and Events Corporate Summary

Table 40. Capita Travel and Events MICE and Brand Activation Product Offerings

Table 41. Capita Travel and Events MICE and Brand Activation Revenue (US\$, Mn),
(2017-2022)

Table 42. Cievents Corporate Summary

Table 43. Cievents MICE and Brand Activation Product Offerings

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

Table 45. IPG Corporate Summary

Table 46. IPG MICE and Brand Activation Product Offerings

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

Table 48. ATPi Corporate Summary

Table 49. ATPi MICE and Brand Activation Product Offerings

Table 50. ATPi MICE and Brand Activation Revenue (US\$, Mn), (2017-2022)

Table 51. Pico Corporate Summary

Table 52. Pico MICE and Brand Activation Product Offerings

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

Table 54. Uniplan Corporate Summary

Table 55. Uniplan MICE and Brand Activation Product Offerings

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

Table 57. Freeman Corporate Summary

Table 58. Freeman MICE and Brand Activation Product Offerings

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

Table 60. Conference Care Corporate Summary

Table 61. Conference Care MICE and Brand Activation Product Offerings

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

Table 63. MCI Corporate Summary

Table 64. MCI MICE and Brand Activation Product Offerings

Table 65. MCI MICE and Brand Activation Revenue (US\$, Mn), (2017-2022)

List Of Figures

LIST OF FIGURES

Figure 1. MICE and Brand Activation Segment by Type in 2021

Figure 2. MICE and Brand Activation Segment by Application in 2021

Figure 3. Global MICE and Brand Activation Market Overview: 2020

Figure 4. Key Caveats

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 29. By Country - South America MICE and Brand Activation Revenue Market Share, 2017-2028

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Figure 48. MCI MICE and Brand Activation Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

I would like to order

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

Product link: <https://marketpublishers.com/r/M2F8843C478FEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M2F8843C478FEN.html>