

India B2B Events - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The India B2B Event Market size is estimated at USD 534.70 million in 2024, and is expected to reach USD 930.70 million by 2029, growing at a CAGR of 11.72% during the forecast period (2024-2029).

One of the primary objectives for engaging in B2B event marketing is to create new leads, convert existing ones, and build strong relationships. The industry events allow an organization to network and engage with potential clients by bringing professionals with comparable interests and requirements into one location for a few days.

Many B2B events are planned in the country during the coming years, contributing to the events market growth during the forecast period. Further, the growing number of B2B events from industries such as e-commerce that have significantly grown with the pandemic also contributes to the market's growth.

The event industry is dynamic and rapidly expanding in terms of tourism. Events can expand the visitor economy, provide media exposure, promote development, and stimulate infrastructure upgrades, including forming new partnerships when properly hosted. Hosting major events in a city, region, or country provides a once-in-a-lifetime opportunity to rethink or reposition the destination.

Physical events held the highest share of 85.12% in 2023. Various physical events in the country are anticipated to drive the market. For instance, in April 2024, in a significant move to bolster economic ties, the Indian Embassy, in collaboration with the Investment Board of Nepal (IBN) and the Nepal India Chamber of Commerce and Industry (NICCI), orchestrated a Business-to-

Business (B2B) meeting. This event saw participation from 35 delegates representing various sectors such as energy, construction, agriculture, tourism, cold chain, medical devices, finance, consultancy, and law - the meeting aimed to explore potential cooperation areas between Indian and Nepali businesses.

Various retail events are expected to happen in the country, creating an opportunity for market players to develop new services to capture the market share. The 4th edition of the Ecommerce & Digital Natives Summit 2024 is expected to take place in Bengaluru in September 2024. With engaging sessions, insightful panels, and interactive workshops, this summit promises to be the pinnacle of India's e-commerce revolution.

The West region was valued and held the highest share of 35.19% in 2023. Mumbai, the financial city of India, is a robust center of trade and business that draws visitors from various sectors. The city is a fine location for events and conventions due to its dynamic atmosphere, thriving economy, and rich cultural legacy. Mumbai has hosted various B2b events in 2023 that span multiple sectors, including technology, finance, retail, and more. These events allow exhibitors to network with influential industry figures, discover new products and services, and keep up with emerging trends and innovations.

Events continue to be the driving force behind marketing program expenditure as the B2B marketing landscape evolves. However, due to long-standing challenges, many event marketing companies struggle to fully exploit their investments' value. The future is filled with potential for using Artificial Intelligence to overcome these obstacles and open new possibilities. The adoption of AI for B2B events is low; however, it is expected to grow.

The pre-covid-19 events market in India was strong, with significant events held in 2019 and before. According to EEPC India, over the last decade, the country's event industry has grown 8-10% annually, consisting of 178 organizers who host 553 events annually and play an important role in supplying solutions to India's industrial, technological, and consumer markets.

The COVID-19 pandemic has heavily affected events across the country. Events have been canceled or postponed with lesser wait times. Post-COVID-19, event organizers have adopted new delivery models, going entirely digital or embracing in-person solutions. Digital activation and expansion of rural areas can also contribute to this growth. Growth in the number of mini-metros has also

played a key role. In the last decade, there's been a growing number of reality TV shows in Western countries, and India has followed suit. People's purchasing power is increasing, increasing the number of product launches, thereby contributing to the B2B events.

India B2B Events Market Trends

Retail Sector to be the Largest End User

As a result of the entry of several new players, the Indian retail sector has become one of the most dynamic and fast-growing sectors in the world. It represents more than 10% of the country's GDP and about 8% of its employment. In the retail sector, India is the world's fifth-largest destination.

Under retail, clothes, shoes, consumer electronics, and others are considered in the scope. For instance, the Great Indian Summit 2024, a two-day physical event that took place on the 15th and 16th of February 2024, was poised to the trajectory of the Indian retail industry with the participation of every element of the retail range, including FMCG giants, e-commerce giants, retailers, D2C trailblazers, industrialists, policymakers, industry experts, and technology solution providers, the event was set for an unprecedented exchange of ideas.

India's retail sector has been experiencing exponential growth, with the development occurring not only in major cities and metropolitan areas but also in small towns. Some factors that have led to growth in an organized retail market in India are health and prosperity, a changed demography profile, increases in household incomes, urbanization, or changes in consumer taste and preferences.

The benefit of industry events is that businesses can introduce goods to a specific audience while learning about competitors and establishing business ties with new clients. Each year, business events for consumer electronics draw a sizable number of exhibitors, attendees, distributors, manufacturers, and suppliers.

The retail industry's backbone is a robust B2B. The B2B commerce environment became inefficient due to the supply chain breakdown brought on by numerous intermediaries and bottlenecks. With growing consumer pressure, the objective has been to re-ignite this sector using technology. Investigating key trends enables businesses to leverage the expanding need for online selling, digital connectivity, and

an ever-increasing client base as they execute strategies to adapt to these shifting dynamics. Therefore, the growing B2B sector in the nation is analyzed to significantly bolster the market's growth rate during the forecast period.

New content and virtually unlimited connections are promised in business-to-business events. Marketers emphasizing events means it should continue to be profitable for B2B publishers. Integrating in-person events into the marketing mix of B2B event organizers is a necessity and a channel that is often overlooked. These events aren't just about networking; they are an innovative platform to generate leads, build brand awareness, and foster appropriate connections with the target audience. In-person events have an opportunity to engage directly, which makes them an essential part of any complete event marketing strategy as opposed to the hybrid or virtual event marketing strategy.

Southern India is Expected to Witness Significant Growth

Key trends contributing to the overall growth in the region include major cities in South India, like Hyderabad, Chennai, Bangalore, Kochi, and Coimbatore, among others, with a robust infrastructure and connectivity. The increasing levels of urbanization are also expected to boost the growth of the market. According to the Ministry of Housing and Urban Affairs of the Indian government, major states in South India, like Kerala and Tamil Nadu, are witnessing rapid urbanization. For example, the urban population of Kerala has reached 47.7%, while a decade ago, it was just 25.9%. Tamil Nadu has registered an urban population of 48.4% as of 2024.

With major cities such as Hyderabad, Chennai, and Bangalore, the growth of the B2B events is statistically significant. For instance, the GMEC 2024 team of experts explained that Bengaluru is a major city, the capital town of Karnataka state, Silicon Valley in India, a hub for headquarters, specialized hospitals, health care, and rehabilitation centers are very appropriate places to hold such an event at this time. The government of Karnataka has undertaken an initiative to promote Bengaluru as a center for health start-ups and encourage events. GMEC catalyzes progress, ignites new trends, nurtures global partnerships, and leads the industry to its next level.

Further, future events may be planned strategically in addition to other marketing channels, such as digital and social media campaigns. Each event is crucial in a company's efforts to generate leads and market events. They give businesses a platform for creating distinctive experiences, engaging their target audience, and

generating excitement, particularly at the launch of new products. The B2B event marketing strategy is multifaceted and brings several benefits essential for the growth and success of businesses in different sectors. These benefits represent a wide range of objectives, from networking to acquiring leads, and are crucial for the company as a whole in its marketing effort.

Physical events are analyzed to hold a significant share in the region. Networking opportunities are invaluable at B2B events, including in-person or hybrid events. They allow businesses to interact with industry peers, prospective clients, and thought leaders in a way that facilitates the building of lasting business relationships. Effective promotion also helps to create brand awareness, which is a key objective for many B2B events, especially invitation-only ones.

Further, South India's B2B Expo on Build Industry is back in Hyderabad. The iDAC project is a critical moment in the evolution of the construction and architecture sectors. It is a launching site for innovative ideas, transformative technologies, and sustainable practices that may shape the industry's future.

India B2B Events Industry Overview

The Indian B2B event market is fragmented with major players like Seventy EMG Seventy-Seven Entertainment Pvt. Ltd, Laqshya Group (Event Capital), Neoniche Integrated Solutions Pvt. Ltd and Boi Media & Entertainment Pvt. Ltd. Players in the market adopt strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

In May 2024, RX India, a renowned organizer of B2B trade exhibitions and events, announced the India Paper Expo (IPE) launch. A three-day expo was scheduled from September 25th to September 27th, 2024, at the Bombay Exhibition Centre, Mumbai. The India Paper Expo promised to be a comprehensive platform for stakeholders in the paper and pulp industry. The show shall be co-located with India Corr Expo & India Folding Carton for this year's edition. RX India anticipates a collective participation of over 10,000 industry experts in attendance collectively from the three trade shows.

In November 2023, TechnologyCounter announced the launch of B2BTechX, the city's premier B2B tech event. This occasion is poised to revolutionize

business technology, uniting industry luminaries for a day of advanced innovation, knowledge exchange, and invaluable networking opportunities. B2BTechX emerges as a dynamic event tailored to meet the demands of the ever-evolving B2B technology sphere. This marks a pivotal moment for Pune, a city experiencing rapid technological growth. B2BTechX is slated to serve as a nexus for industry leaders, professionals, innovators, and thought leaders, providing a platform to delve into the latest trends, strategies, and tools reshaping the B2B tech landscape.

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