

Event Logistics Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Inventory Management, Delivery Management, Freight Forwarding, Pallets and Packaging Services, and Others), End User (Media and Entertainment, Sports Events, Corporate Events and Trade Fairs, Cultural Events, and Others), and Geography

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Abstracts

The event logistics market is projected to reach US\$ 122.20 billion by 2031 from US\$ 75.86 billion in 2023; the market is expected to register a CAGR of 6.1% during 2023–2031.

C.H. Robinson Worldwide Inc, DB Schenker, DHL International GmbH, Kuehne+Nagel, and United Parcel Service of America Inc are some of the key major players offering event logistics solutions and services across the world. R&D activities for new technology development and strategic alliances with other firms through partnerships and, mergers & acquisitions are among the key business strategies adopted by companies in the global event logistics market.

- For example, in January 2024, Market-leading and UK-based global event organizer Clarion Events selected Kuehne+Nagel as their Official Global Logistics Partner from January 2024 on a long-term contract. The purpose-led partnership will focus on reducing the carbon footprint of exhibitions and setting new standards for the events industry.

- In addition, in January 2024, CEVA Logistics, a subsidiary of the CMA CGM Group, signed a new multi-year agreement to continue providing all logistics services for Scuderia Ferrari's cars and equipment during Grand Prix events, as well as for GT races and Ferrari Challenge events.

Nevertheless, challenges such as coordination with multiple vendors, large crowd control, handling transportation logistics, and emergency planning in case of unforeseen circumstances are the key restraining factors in the event logistics market. Increasing adoption of sustainable solutions in pallets and packaging, freight forwarding, and inventory management is expected to be the key opportunity for players operating in the event logistics market globally. Furthermore, a rise in corporate events and trade shows or exhibitions in the highly growing construction and renewable energy industry is expected to be the key future trend in the event logistics market growth from 2023 to 2031.

The global event logistics market is segmented into type, end-user, and region. On the basis of type, the event logistics market is segmented into inventory management, delivery management, freight forwarding, pallets and packaging services, and others. Based on end-users, the event logistics market is categorized into entertainment and media, sports events, corporate events and trade fairs/shows, cultural events, and others. On the basis of region, the event logistics market is categorized into North America, Europe, Asia Pacific, Middle East and Africa, and South America.

A few government initiatives such as the National Logistics Crisis Committee (NLCC) and the National Infrastructure Plan 2050 highlight the infrastructure development that enhances connectivity through road/rail/ports, and boosts efficiency in South Africa. The National Infrastructure Plan 2050 by South Africa recognizes the furthestmost critical actions required for sustained improvement in public infrastructure delivery. The National Infrastructure Plan 2050 is anticipated to impact public and private investments pertaining to infrastructure development in the long run. However, as the implementation of such initiatives will be completed over the long term, there is still a huge gap between the required infrastructure development and the achieved target in terms of power outages and public logistics infrastructure such as roads, rail, and ports. Thus, the lack of adequate infrastructure development in developing economies is likely to hinder the global event logistics market growth in the coming years.

DSV A/S, C H Robinson Worldwide Inc, CEVA Logistics, DB Schenker, DHL International GmbH, FedEx, Kuehne+Nagel, Rhenus Group, United Parcel Service of America Inc, and XPO Logistics Inc are among the key players profiled in the event

logistics market report. The companies implement both organic (such as service launches, expansion, and service approvals) and inorganic (such as collaborations and partnerships) strategies to stay competitive in the event logistics market.

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