

Exhibition Organization Market Size, Share, and Outlook, 2025 Report- By Application (B2B, B2C), By Exhibition (In-Person, Virtual, Hybrid), By End-User (Art & Craft, Corporates, Governments, Institutions, Others), 2018-2032

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Abstracts

Exhibition Organization Market Outlook

The Exhibition Organization Market size is expected to register a growth rate of 4.1% during the forecast period from \$49.72 Billion in 2025 to \$65.9 Billion in 2032. The Exhibition Organization market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Exhibition Organization segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (B2B, B2C), By Exhibition (In-Person, Virtual, Hybrid), By End-User (Art & Craft, Corporates, Governments, Institutions, Others). Over 70 tables and charts showcase findings from our latest survey report on Exhibition Organization markets.

Exhibition Organization Market Insights, 2025

The exhibition organization market is undergoing transformation as event organizers embrace digital solutions and hybrid event models. With the growing demand for immersive trade shows, conferences, and consumer expos, companies are incorporating virtual reality (VR), AI-powered matchmaking, and real-time analytics to enhance attendee engagement. The rise of sustainable event planning is also influencing market trends, with organizers focusing on eco-friendly venues, digital

ticketing, and paperless exhibitor booths. As businesses seek measurable ROI from event participation, data-driven insights and lead generation tools are becoming essential for optimizing exhibition success. The market is also witnessing an increase in niche industry exhibitions catering to emerging sectors like fintech, renewable energy, and smart mobility.

Five Trends that will define global Exhibition Organization market in 2025 and Beyond

A closer look at the multi-million market for Exhibition Organization identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Exhibition Organization companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Exhibition Organization vendors.

What are the biggest opportunities for growth in the Exhibition Organization industry?

The Exhibition Organization sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Exhibition Organization Market Segment Insights

The Exhibition Organization industry presents strong offers across categories. The analytical report offers forecasts of Exhibition Organization industry performance across segments and countries. Key segments in the industry include%li%By Application (B2B, B2C), By Exhibition (In-Person, Virtual, Hybrid), By End-User (Art & Craft, Corporates, Governments, Institutions, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions.

In addition, Exhibition Organization market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Exhibition Organization industry ecosystem. It assists decision-makers in evaluating global Exhibition Organization market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Exhibition Organization industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Exhibition Organization Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Exhibition Organization Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Exhibition Organization with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Exhibition Organization market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy,

Russia, and other Europe.

The US Exhibition Organization market Insights%li%Vendors are exploring new opportunities within the US Exhibition Organization industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Exhibition Organization companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Exhibition Organization market.

Latin American Exhibition Organization market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Exhibition Organization Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Exhibition Organization markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Exhibition Organization markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Exhibition Organization companies outcompete in

2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include ConvExx, Displays2Go, Genesis Exhibits, GES, MEX Exhibitions Pvt. Ltd, Rockway Exhibits, Shiloh Event Management, Unleash.

Exhibition Organization Market Segmentation

By Application

B2B

B2C

By Exhibition

In-Person

Virtual

Hybrid

By End-User

Art & Craft

Corporates

Governments

Institutions

Others

Leading Companies

ConvExx

Displays2Go

Genesis Exhibits

GES

MEX Exhibitions Pvt. Ltd

Rockway Exhibits

Shiloh Event Management

Unleash

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Exhibition Organization Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Exhibition Organization Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL EXHIBITION ORGANIZATION MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Exhibition Organization Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. EXHIBITION ORGANIZATION MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Application

B2B

B2C

By Exhibition

In-Person

Virtual

Hybrid

By End-User

Art & Craft

Corporates

Governments

Institutions

Others

6. GLOBAL EXHIBITION ORGANIZATION MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario**
- 6.2 Base/Reference Case**
- 6.3 High Growth Scenario**

6. NORTH AMERICA EXHIBITION ORGANIZATION MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Exhibition Organization Market Trends and Growth Opportunities

6.2.1 North America Exhibition Organization Market Outlook by Type

6.2.2 North America Exhibition Organization Market Outlook by Application

6.3 North America Exhibition Organization Market Outlook by Country

6.3.1 The US Exhibition Organization Market Outlook, 2021- 2032

6.3.2 Canada Exhibition Organization Market Outlook, 2021- 2032

6.3.3 Mexico Exhibition Organization Market Outlook, 2021- 2032

7. EUROPE EXHIBITION ORGANIZATION MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Exhibition Organization Market Trends and Growth Opportunities

7.2.1 Europe Exhibition Organization Market Outlook by Type

7.2.2 Europe Exhibition Organization Market Outlook by Application

7.3 Europe Exhibition Organization Market Outlook by Country

7.3.2 Germany Exhibition Organization Market Outlook, 2021- 2032

7.3.3 France Exhibition Organization Market Outlook, 2021- 2032

7.3.4 The UK Exhibition Organization Market Outlook, 2021- 2032

7.3.5 Spain Exhibition Organization Market Outlook, 2021- 2032

7.3.6 Italy Exhibition Organization Market Outlook, 2021- 2032

7.3.7 Russia Exhibition Organization Market Outlook, 2021- 2032

7.3.8 Rest of Europe Exhibition Organization Market Outlook, 2021- 2032

8. ASIA PACIFIC EXHIBITION ORGANIZATION MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Exhibition Organization Market Trends and Growth Opportunities

8.2.1 Asia Pacific Exhibition Organization Market Outlook by Type

8.2.2 Asia Pacific Exhibition Organization Market Outlook by Application

8.3 Asia Pacific Exhibition Organization Market Outlook by Country

8.3.1 China Exhibition Organization Market Outlook, 2021- 2032

8.3.2 India Exhibition Organization Market Outlook, 2021- 2032

8.3.3 Japan Exhibition Organization Market Outlook, 2021- 2032

8.3.4 South Korea Exhibition Organization Market Outlook, 2021- 2032

8.3.5 Australia Exhibition Organization Market Outlook, 2021- 2032

8.3.6 South East Asia Exhibition Organization Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Exhibition Organization Market Outlook, 2021- 2032

9. SOUTH AMERICA EXHIBITION ORGANIZATION MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Exhibition Organization Market Trends and Growth Opportunities

9.2.1 South America Exhibition Organization Market Outlook by Type

9.2.2 South America Exhibition Organization Market Outlook by Application

9.3 South America Exhibition Organization Market Outlook by Country

9.3.1 Brazil Exhibition Organization Market Outlook, 2021- 2032

9.3.2 Argentina Exhibition Organization Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Exhibition Organization Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA EXHIBITION ORGANIZATION MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Exhibition Organization Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Exhibition Organization Market Outlook by Type

10.2.2 Middle East and Africa Exhibition Organization Market Outlook by Application

10.3 Middle East and Africa Exhibition Organization Market Outlook by Country

10.3.1 Saudi Arabia Exhibition Organization Market Outlook, 2021- 2032

10.3.2 The UAE Exhibition Organization Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Exhibition Organization Market Outlook, 2021- 2032

10.3.4 South Africa Exhibition Organization Market Outlook, 2021- 2032

10.3.5 Egypt Exhibition Organization Market Outlook, 2021- 2032

10.3.6 Rest of Africa Exhibition Organization Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

ConvExx

Displays2Go

Genesis Exhibits

GES

MEX Exhibitions Pvt. Ltd

Rockway Exhibits
Shiloh Event Management
Unleash
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

I would like to order

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