

Europe Events & Exhibitions Market - Focused Insights 2023-2028

Market Report | 2023-06-28 | 77 pages | Arizton Advisory & Intelligence

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Report description:

REPORT OVERVIEW

This report offers market size & forecast data for the events & exhibitions market in Europe. The revenue generated from the sale of events & exhibitions is included in the report. This report provides a comprehensive and current market scenario of the Europe events & exhibitions, including the Europe events & exhibitions market size, anticipated market forecast, relevant market segmentations, and industry trends.

The study considers a detailed scenario of the present events & exhibitions market and its market dynamics for 2023?2028 in Europe. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent players operating in the market.

MARKET DEFINITION

An event is a planned & organized occasion, and an exhibition is an organized presentation & display of a selection of items. The European exhibition industry is the global leader in terms of exhibition turnover, quality, and capacity of venues. The popularity of exhibitions and events is high in Europe, as it helps gain customers and increase exhibitors' sales. Companies continuously participate in trade fairs, exhibitions, and events due to the growth of the tourism sector and the post-pandemic business expansion. The Europe events & exhibitions market grew rapidly post the COVID-19 pandemic. It is a powerful platform of marketing channels where exhibitors and visitors meet face-to-face to grow their businesses. The exhibition's main objective is to negotiate trade and exchange information/knowledge. The events market has grown due to various events during the pandemic, such as music concerts, sports events, festivals, etc.

KEY HIGHLIGHTS

-□In 2022, the Europe events & exhibitions market was valued at \$12.86 billion and is expected to reach \$15.67 billion by 2028,

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growing at a CAGR of 3.35% during the forecast period.

-□ There is growth in the market due to increased demand for entertainment events post pandemic, high disposable income, adoption of Big data analytics, development of digital technology, increased number of venues, availability of large size spaces, focus on insurance & security, and business expansion & marketing activities in Europe.

-□ The demand for person-to-person meetings is rising with the growth of the overall meeting industry in Europe.

-□ Many events and exhibitions were cancelled or postponed during the COVID-19 pandemic. There is growth in the tourism sector, which causes a continuous rise in visitors to events and exhibitions.

-□ Informa LLP, RELX Group plc, GL Events, Messe Frankfurt, and Messe Munchen are the leading players with strong market penetration. FIERA MILANO, Koelnmesse, MCH Group, comexpodium, APEX, Messe Dusseldorf GmbH, Beijing Eagle International Exhibition Co., Ltd., Clarion Events Ltd., and others are the other prominent players in the market with a noteworthy presence.

-□ Many local and global players offer custom 3D stands, lighting walls, and selfie stands, which helps gain customers for sponsors and exhibitors and increases organizers' revenue.

-□ The demand for new technology and advanced equipment to increase production and operations in various industries is rising in Europe. Thus, many large companies from various industries participate in events & exhibitions and collaborate with companies offering such technologies and products to sustain the market.

VENDORS LIST

Key Vendors

- 1.□ Informa LLP
- 2.□ RELX Group plc
- 3.□ GL events
- 4.□ Messe Frankfurt
- 5.□ Messe Munchen
- 6.□ Messe Dusseldorf GmbH
- 7.□ FIERAMILANO
- 8.□ Koelnmesse
- 9.□ MCH Group AG
- 10.□ Comexpodium

Other Prominent Vendors

- 1.□ Apex Event Management and Exhibition Stands
- 2.□ SeproEvents
- 3.□ Beijing Eagle International Exhibition Co., Ltd.
- 4.□ Clarion Events Ltd
- 5.□ Cvent Inc.
- 6.□ Deutsche Messe
- 7.□ Es.Cultura Eventos
- 8.□ Hyve Group
- 9.□ NurnbergMesse
- 10.□ Messe Berlin
- 11.□ Tarsus Group
- 12.□ Target Motivation
- 13.□ MEX EVENTS
- 14.□ PRELUDE EVENTS

REPORT HIGHLIGHTS

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SEGMENTATION & FORECAST

o Exhibition Market Insights (2022-2028)

- B2B

- Mixed

- B2C

o Revenue Stream Market Insights (2022-2028)

- Exhibitor Fees

- Services

- Sponsorship Fees

- Entrance Fees

o Industry Market Insights (2022-2028)

- Consumer Good & Retail Sector

- Hospitality

- AFF & Energy

- Automotive & Transportation

- Industrial Sector

- Entertainment

- Others

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- o B2B

- o Mixed

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- Revenue Stream Market Insights (2022-2028)

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- Industry Market Insights (2022-2028)
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