

Europe Arts Promoter - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Europe art promoter market has generated a revenue of USD 16.640 billion in the current year and is poised to achieve a CAGR of more than 6% for the forecast period.

Key Highlights

- European Countries of the United Kingdom, France, and Germany have a significant market share in the distribution of the global Art market. This is leading to large market opportunities for art promoters in the European region to provide artists with access to the global market.
- During the COVID-19 period, the art market in Europe went through certain challenges, which include factors of COVID-19 restrictions, Brexit restrictions, political issues, and uncertainty negatively affecting the global sales of European Art dealers. After recovering from the impact of COVID-19 last year, paintings of Pablo Picasso were among the most valuable paintings sold with the help of arts promoters to get the actual market value of those paintings.
- The value of works of art, collectors' pieces, and antiques exported from the United Kingdom still exists at a high level, signifying that a large share of European Art is still demanded globally and is leading to rising demand for art promoters to expand the market of European art. In addition to this revenue of art promoters in Europe is continuously increasing, leading to new players entering the market and reducing the commission price for the artist.

Europe Arts Promoter Market Trends

Rising High Net Worth Individuals In Europe

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- Most of the art forms in Europe are sold through auctions in either online or offline mode. Art forms are emerging as a popular investment product for higher return and portfolio diversification among the high net worth individuals (HNWI). With the increasing participation of HNWI in these auction sales, and value of art forms is observing a continuous increase in price and value.
- This rising value of the art market is increasing the revenue of Art promoters with a rising commission and attracting artists to list an increasing number of paintings in Auction. The number of HNWI in Europe is observing a continuous increase over the years, rising to more than 19 million with a net worth of over one million USD. Germany, France, the UK, Italy, and Spain are among the European countries with the highest number of HNWI are exist among major European countries influencing the art promoter and artist market in Europe.

Expansion Of Digital Innovation To Arts Market

- Online sales of the art and antique market observed a significant rise globally, creating a positive impact on the sales of the European art market as well. With the advent of the pandemic, Online art sales in Europe observed a significant rise through online channels. European Union, in recent years, has had 26% of its art sales transactions through online mode at the fine art auction, with the United Kingdom having a share of 43%.
- Social Media is emerging as a platform with a diverse opportunity for arts promoter to expand their market and sales. With a continuous increase in social media users around Europe, it has become an effective channel for advertising art auctions and art fairs among a large set of population. The Expansion of digital art and NFT in the European region is creating new opportunities for artists as well as art promoters to explore.

Europe Arts Promoter Industry Overview

Europe Arts Market occupies a significant share of Art demand globally. The market is fragmented, with a continuous increase in sales of art over the years, signifying a major role of the Art Promoters in the Region in the development and expansion of the market. Some of the major players existing in the Europe Art Promoter Market are The Art Wolf, Europe's Art, Artshead, Arsreach, Marshall Art, and other players.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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