

Global Exhibition Market: Size, Trends & Forecasts (2018-2022)

August 2018



Global Exhibition Market: Coverage

Executive Summary and Scope

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Company Profiling

Global Exhibition Market : Coverage

Scope of the Report

Attributes	Details
Title	Global Exhibition Market: Size, Trends & Forecasts (2018-2022)
Coverage	Global and Regional
Regional Coverage	The US, Europe, Asia-Pacific and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Fragmented
Key Players	Informa, RELX Group, Messe Frankfurt and Messe Düsseldorf

Global Exhibition Market

Executive Summary

Exhibition is regarded as one of an important marketing strategy by most type of businesses, from large multinationals to small family businesses. Through an exhibition, manufacturers of different products get the opportunity of communicating face-to-face with customers and probable future clients. Also, through participating in an exhibition, organizations measure the strength of their competitors and focus on all the necessary changes which are required to grab the attention of more customers.

Exhibition is mainly of four types: Art Exhibition, Trade Exhibition, Consumer Exhibition and Museums. An art exhibition displays various artistic instruments such as photographs, paintings, statues, etc. Trade exhibition/shows are usually organized between organizations and businesses. Consumer exhibitions are organized to showcase newly launched products and services to potential consumers. Lastly, Museums are non-commercial exhibition and are dedicated to preserve all the valued scientific, artistic, cultural and historical objects.

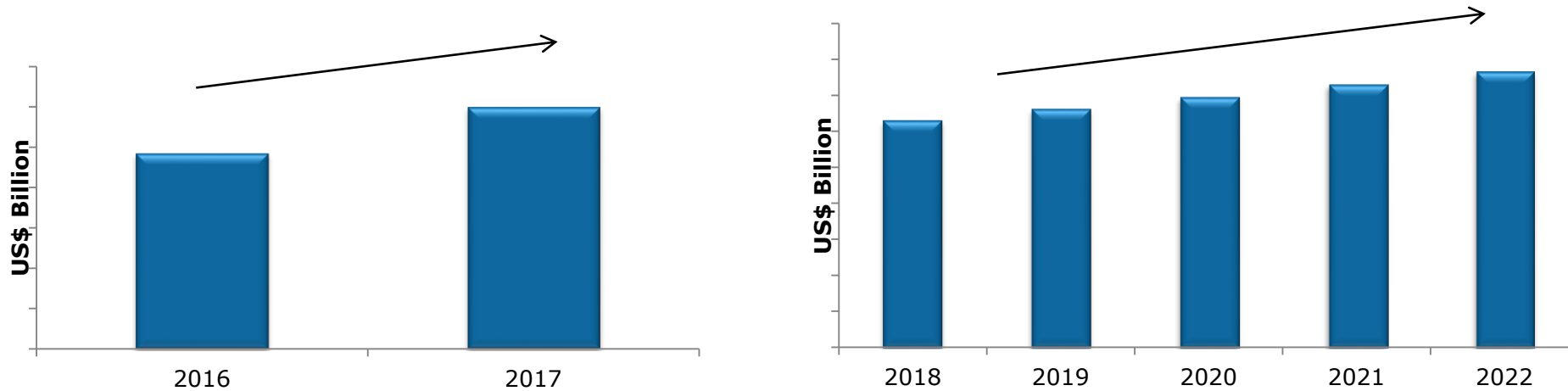
Usually, the type of exhibition decided the duration of an exhibition. There are four duration of exhibitions. Chamber exhibition (open for a few hours, a day or a week), Temporary exhibition (lasts from few weeks to months), Permanent Exhibition (5-10 years) and Travelling Exhibition.

There are two type of exhibition in terms of venue, outdoor and indoor exhibition. Outdoor exhibitions are usually held for products that have to be demonstrated outside. Whereas, Indoor exhibitions are organized by companies for business intermediaries or for display of artworks or historical artifacts. There are various benefits of exhibitions such as brand awareness, lead generation, networking, etc.

Global exhibition market is expected to increase with steady growth rates during the forecasted period 2018-2022. Global exhibition market is supported by various growth drivers, such as, rising digitization, increased budget allocations for b2b exhibition, increased number of venues with expanding capacities etc. still, the market faces certain hindrances and challenges, such as, operational hindrances, low exhibitor advocacy, political turbulences in key markets etc. few trends of the market are augmented and virtual reality, growing use of big data , increased demand for specialized events etc.

Exhibition Market : Global Analysis

Global Exhibition Market by Value



CAGRs	
2018-2022	xx%

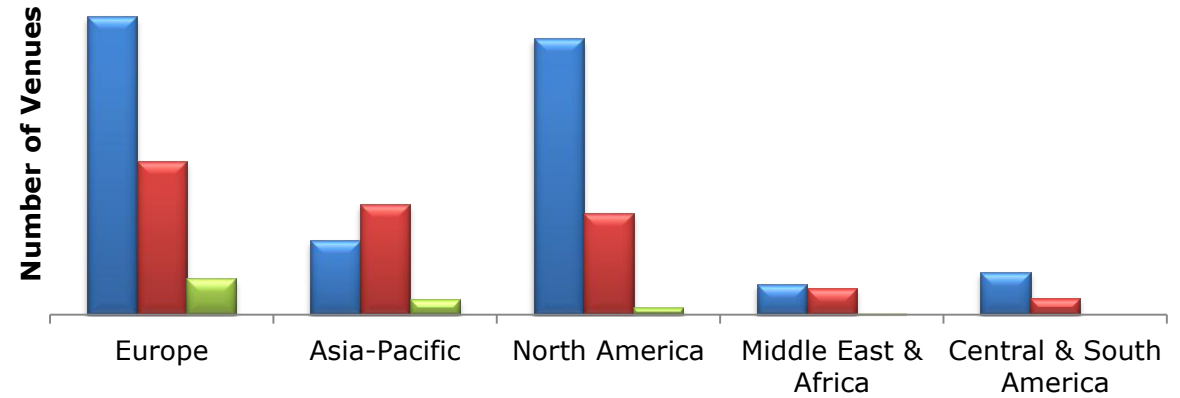
The global exhibition market value was US\$... billion in 2017, indicated an increase as compared to US\$... billion in 2016. The global exhibition market is anticipated to rise up to US\$... billion by 2022 as compared to US\$... billion in 2018, representing a CAGR of% over the years 2018 to 2022.

Exhibition Market : Global Analysis

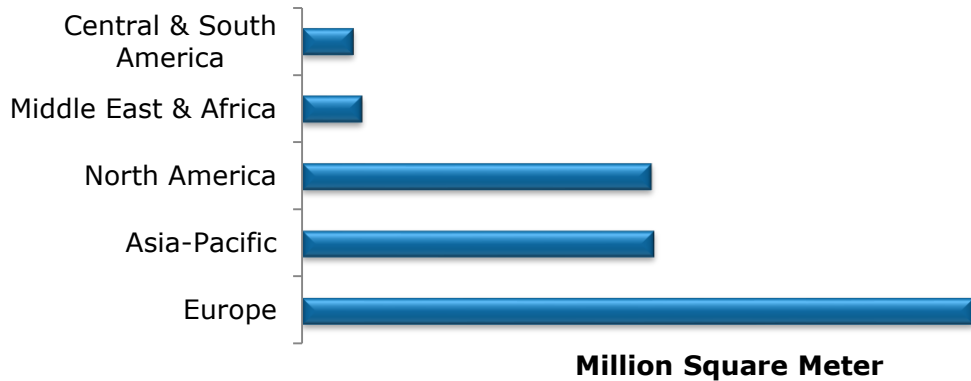
Global Exhibition Market by Indoor Space; 2017



Global Exhibition Market Indoor Space Size by Region; 2017



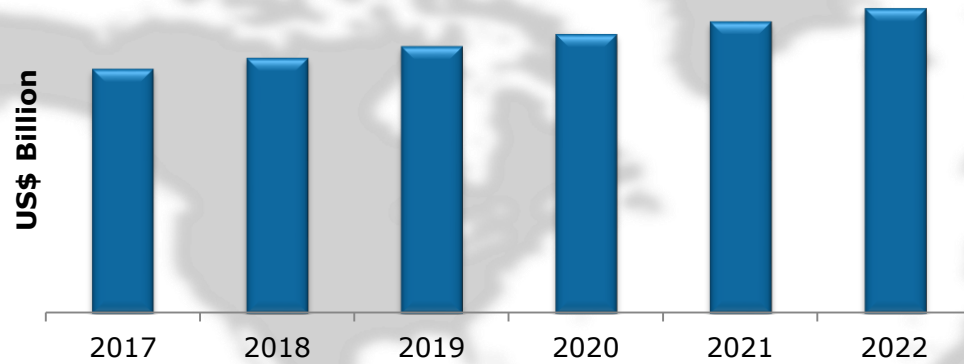
Global Exhibition Market Indoor Capacity by Region; 2017



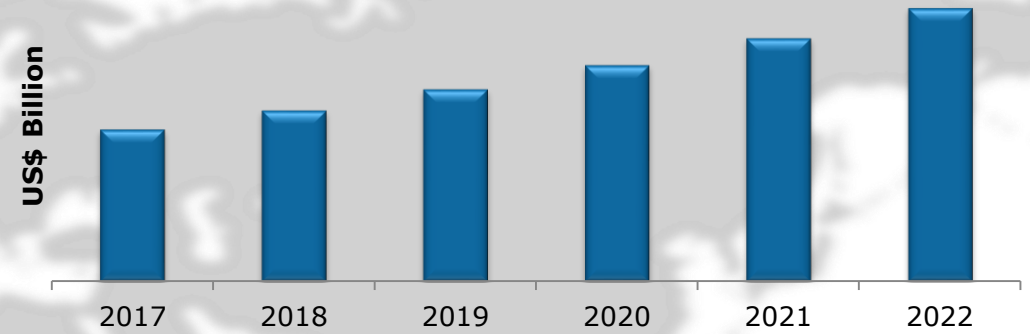
Region	CAGRs
The US	xx%
Europe	xx%
Asia-Pacific	xx%
Rest of the World	xx%

Exhibition Market : Regional Analysis

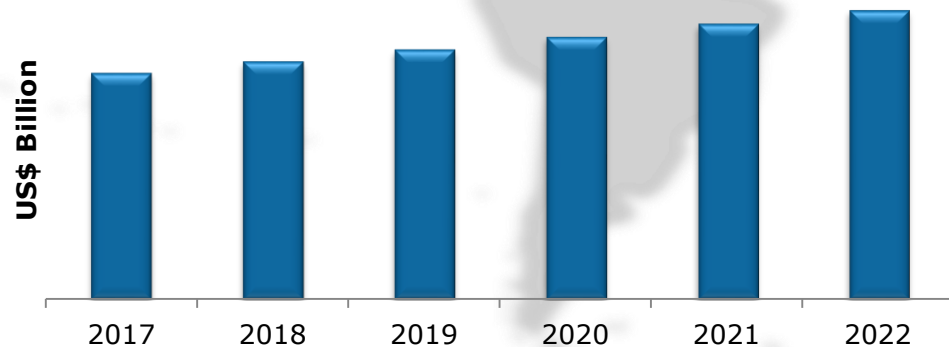
The US Exhibition Market by Value; 2017 -2022



Asia-Pacific Exhibition Market by Value; 2017 -2022

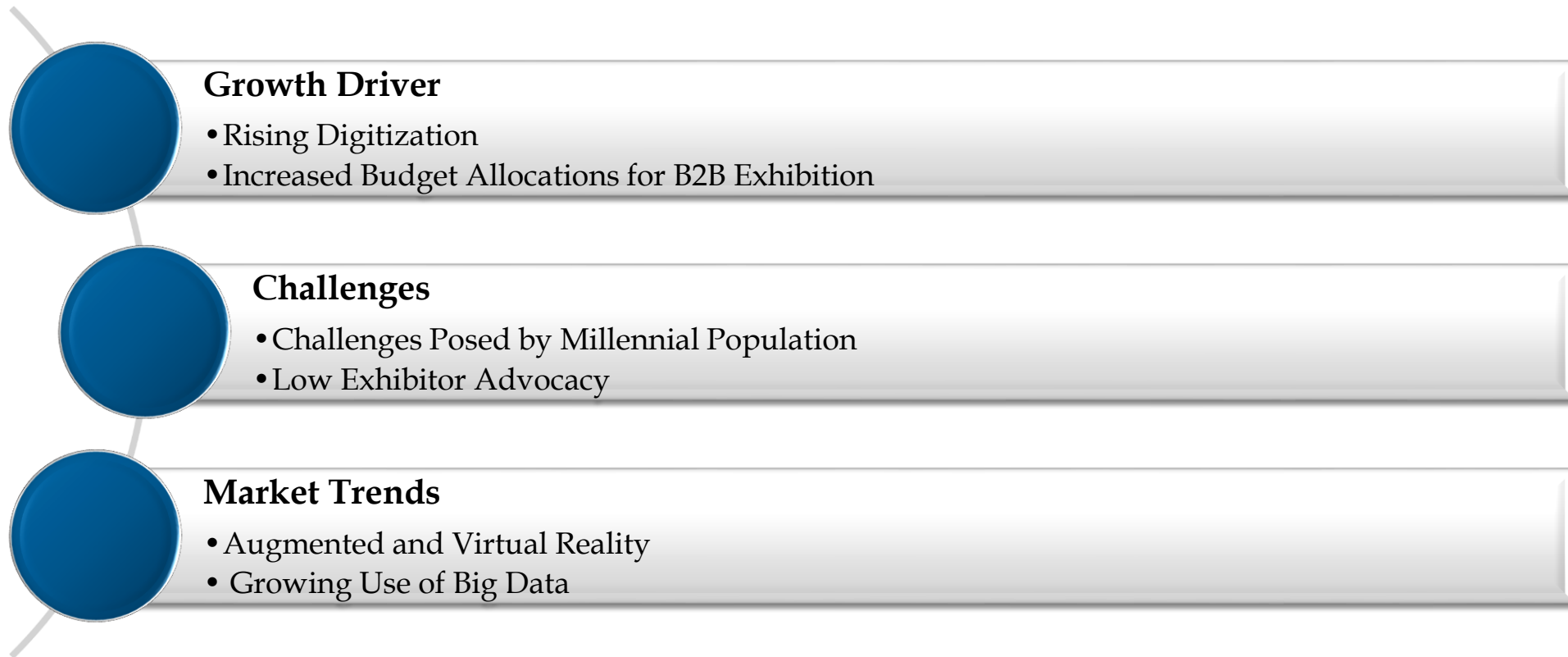


Europe Exhibition Market by Value; 2017 -2022



Region	CAGR
	2018-2022
The US	xx%
Europe	xx%
Asia-Pacific	xx%
Rest of the World	xx%

Global Exhibition Market : Dynamics



Global Exhibition Market : Competitive Landscape

Players Profiled

- Informa
- RELX Group
- Messe Frankfurt
- Messe Düsseldorf



- Informa (with UBM),
- RELX
- Messe Frankfurt
- Messe Dusseldorf
- Emerald Expositions
- Comexposium
- Messe Munich
- Deutsche Messe
- GL Events
- ITE
- DMG Events
- Others