

# Global Exhibition Market: Analysis By Revenue Stream, By Mode, By Type, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

April 2022



# Global Exhibition Market: Coverage

Executive Summary and Scope

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Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

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# Global Exhibition Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Exhibition Market: Analysis By Revenue Stream, By Mode, By Type, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026
Coverage	Global/ Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2026
Competition in the Market	Highly Fragmented
Key Players	Informa PLC, RELX PLC, Messe Frankfurt GmbH, Messe Munchen GmbH, Messe Dusseldorf GmbH, Comexposium Group, Hyve Group PLC, Clarion Events, DMGT Events (DMG Events), Fiera Milano SpA, GL Events, Deutsche Messe AG, Emerald Expositions, Koelnmesse GmbH and MCH Group.

# Global Exhibition Market: Coverage

## Executive Summary

The term “exhibition” refers to the collective market of the exhibitors, who showcase their product and services to find potential buyers and investors for their business. The participants in the exhibitions are audience, exhibitors and organizers. The global exhibition market in 2021 was valued at US\$13.87 billion. The market is expected to reach US\$36.31 billion by 2026, growing at a CAGR of 12.96% during the forecast period of 2022-2026.

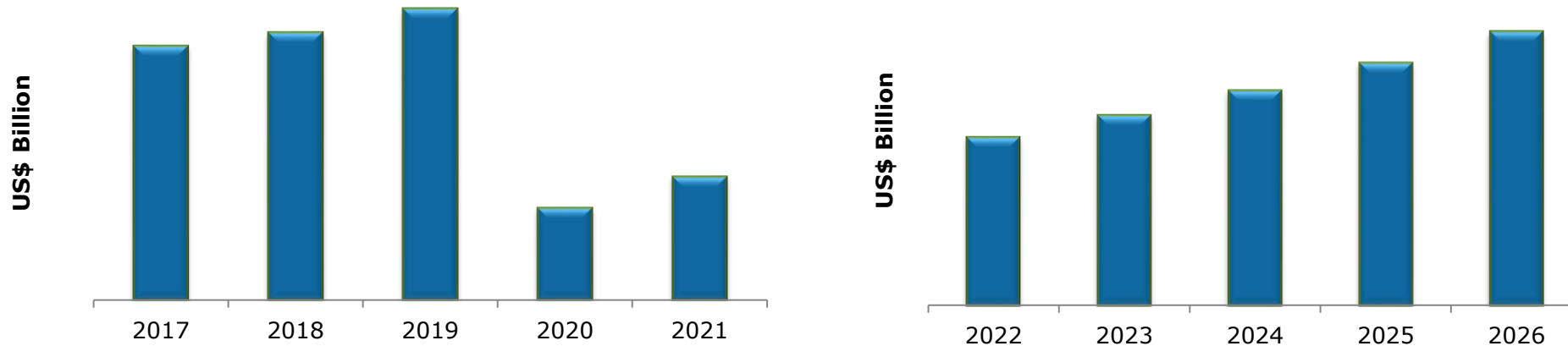
The global exhibition market can be segmented based on Revenue Stream (Exhibitors Fees, Public Admission Fees, Sponsorship Fees and Others); Type (Business to Business (B2B), Business to Consumer (B2C) and Mixed); and Mode (Physical, Digital and Hybrid). Among the revenue stream, Exhibitors Fees is leading the market with share of 40% in the market in 2021, while the mixed exhibition market is expected to grow at the highest CAGR of approximately 14% as the innovation in hybrid exhibitions have increased the demand of exhibition industry. North America is leading the global exhibition market by occupying more than 40% of the market share.

Due to the pandemic, most companies have canceled or postponed the exhibitions, resulting in the fall in 2020 revenue of the exhibition industry. While in 2021, the exhibition market rebounded because exhibitions act as a marketing tool for the exhibitors. Demand for exhibitions would continue to be driven by the accelerating digital innovation in post-COVID era, which would provide a similar experience as the physical exhibitions.

The global exhibition market has increased in 2021. The projections are made that the market would rise in the next four years i.e. 2022-2026 tremendously. The global exhibition market is expected to increase due to increasing high net worth individuals (HNWI), online exhibitions, business travel and use of exhibition as marketing tool. Yet the market faces some challenges such as high cost for setup, substitutes of exhibitions, etc. Moreover, the market growth would succeed to various market trends like increasing digital and physical innovations, adoption of cloud based solutions, artificial intelligence (AI), increase in hybrid events, new technology such as metaverse and sustainability in events.

# Exhibition Market: Global Analysis

## Global Exhibition Market by Value

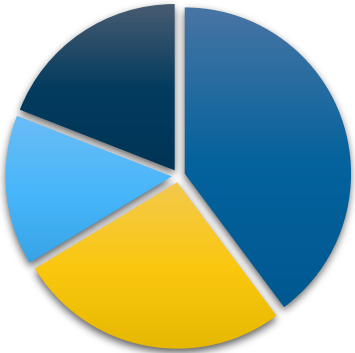


CAGR	
2022-2026	xx%

Global exhibition market, value is expected to reach from US\$... billion in 2022 to US\$... billion in 2026. The market is expected to grow at a CAGR of ....% over the years 2022-2026.

# Exhibition Market: Global Analysis

**Global Exhibition Market by Revenue Streams; 2021**



Revenue Streams	Share
Exhibitor Fees	xx%
Public Admission Fees	xx%
Sponsorship Fees	xx%
Others	xx%

**Global Exhibition Market by Type; 2021**



Type	Share
Business to Business (B2B)	xx%
Business to Consumer (B2C)	xx%
Mixed	xx%

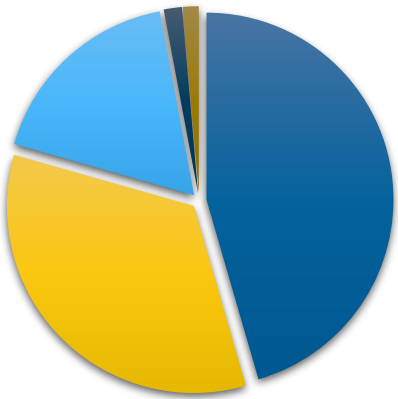
# Exhibition Market: Global Analysis

**Global Exhibition Market by Mode; 2021**



Mode	Share
Physical	xx%
Digital	xx%
Hybrid	xx%

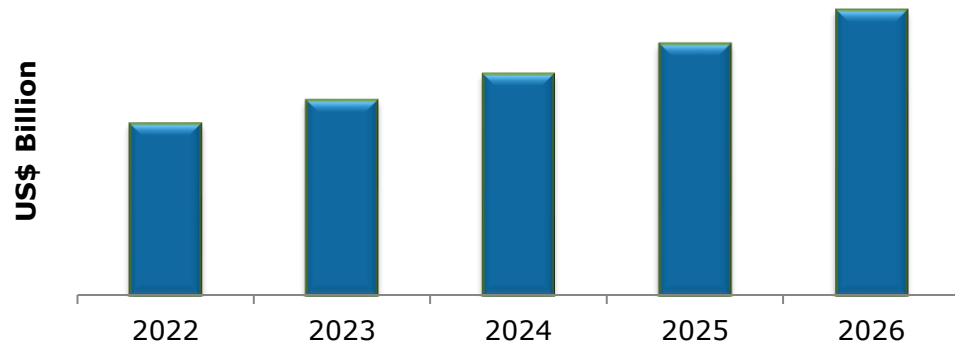
**Global Exhibition Market by Region; 2021**



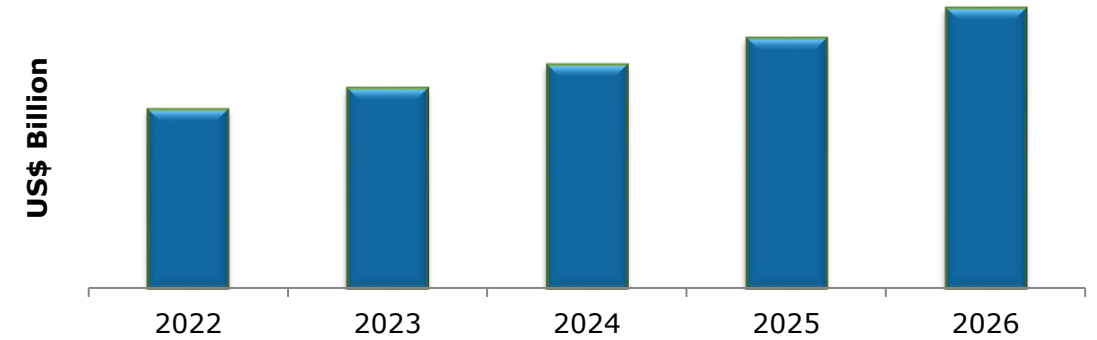
Region	Share
North America	xx%
Europe	xx%
Asia-Pacific	xx%
Latin America	xx%
Middle East & Africa	xx%

# Global Exhibition Market: Revenue Streams Analysis

Global Exhibitor Fees Exhibition Market by Value



Global Public Admission Fees Exhibition Market by Value

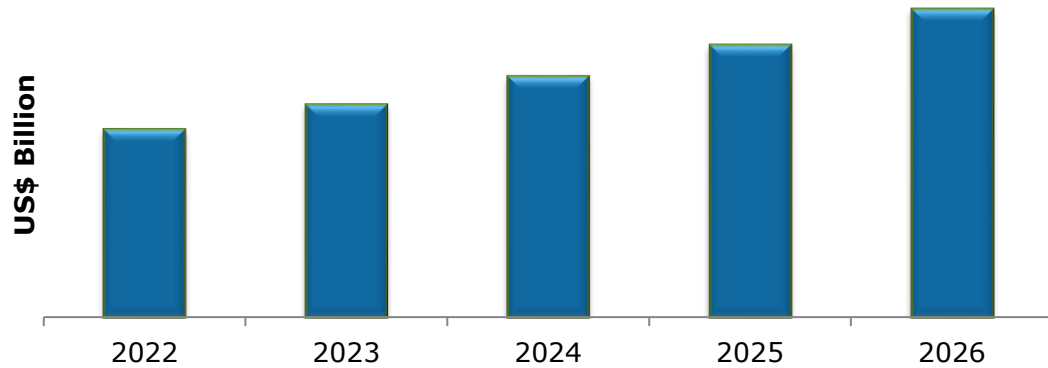


Revenue Streams	CAGR
	2022-2026
Exhibitor Fees	xx%
Public Admission Fees	xx%
Sponsorship Fees	xx%
Others	xx%

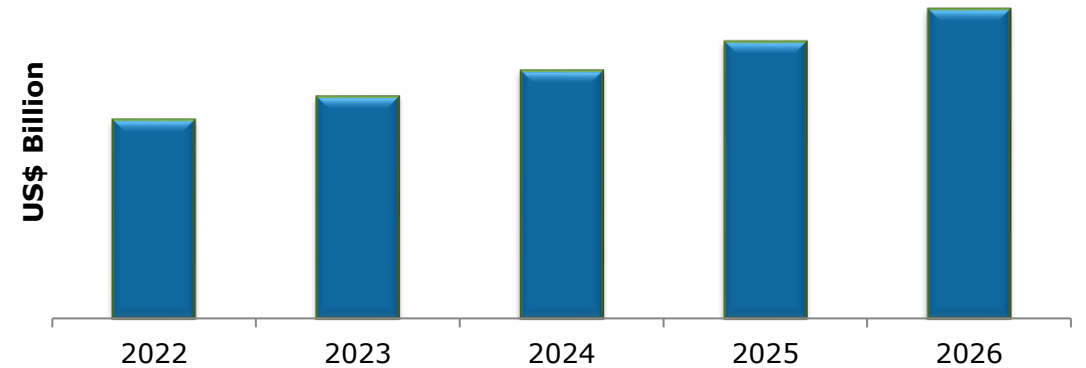


# Global Exhibition Market: Type Analysis

Global Business to Business Exhibition Market by Value



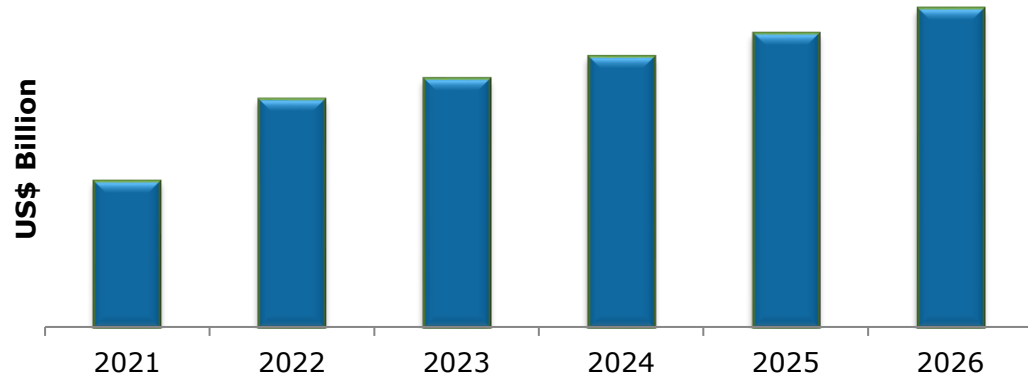
Global Business to Consumer Exhibition Market by Value



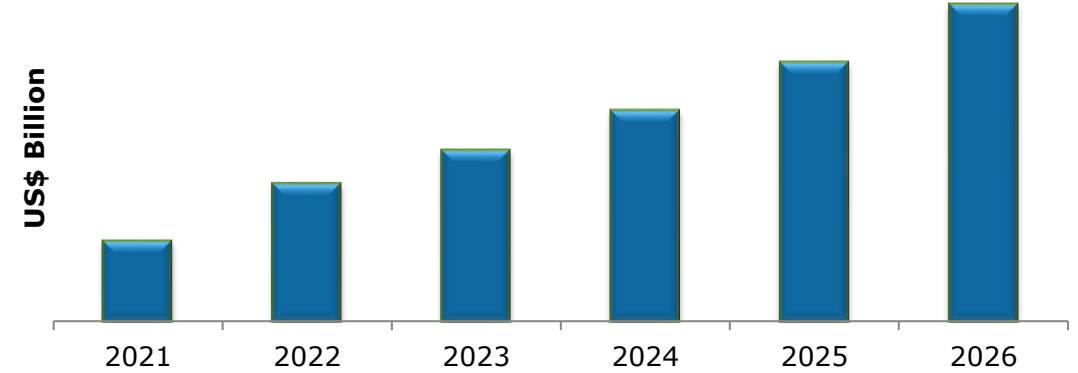
Type	CAGR
	2022-2026
Business to Business (B2B)	xx%
Business to Consumer (B2C)	xx%
Mixed	xx%

# Global Exhibition Market: Mode Analysis

## Global Physical Exhibition Market by Value



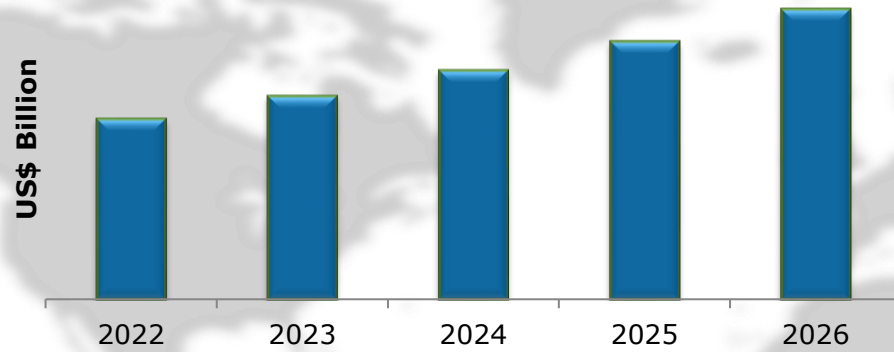
## Global Digital Exhibition Market by Value



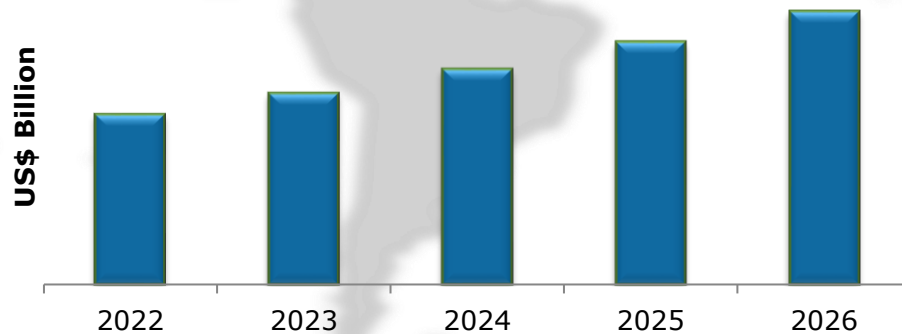
Mode	CAGR
	2022-2026
Physical	xx%
Digital	xx%
Hybrid	xx%

# Exhibition Market: Regional Analysis

## North America Exhibition Market by Value



## Europe Exhibition Market by Value



Region	CAGR
	2022-2026
North America	xx%
Europe	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East	xx%

# Exhibition Market: North America Analysis

## North America Exhibition Market by Region; 2021



Region	Share	CAGR (2022-2026)
The US	xx%	xx%
Rest of North America	xx%	xx%

## North America Exhibition Market by Mode



Mode	Share	CAGR (2022-2026)
Physical	xx%	xx%
Digital	xx%	xx%
Hybrid	xx%	xx%

# Exhibition Market: Europe Analysis

## Europe Exhibition Market by Region; 2021



Region	Share	CAGR (2022-2026)
UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Rest of the Europe	xx%	xx%

## Europe Exhibition Market by Mode

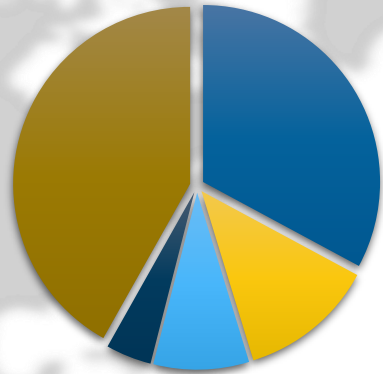


Mode	Share	CAGR (2022-2026)
Physical	xx%	xx%
Digital	xx%	xx%
Hybrid	xx%	xx%



# Exhibition Market: Asia Pacific Analysis

## Asia Pacific Exhibition Market by Region; 2021



Region	Share
China	xx%
Japan	xx%
India	xx%
Hong Kong	xx%
Rest of the Asia Pacific	xx%

## Asia Pacific Exhibition Market by Mode



Mode	Share	CAGR (2022-2026)
Physical	xx%	xx%
Digital	xx%	xx%
Hybrid	xx%	xx%

# Global Exhibition Market: Dynamics



# Global Exhibition Market: Competitive Landscape

## Players Profiled

- Informa PLC
- RELX PLC
- Messe Frankfurt GmbH
- Messe Munchen GmbH
- Messe Dusseldorf GmbH
- Comexposium Group
- Hyve Group PLC
- Clarion Events
- DMGT Events (DMG Events)
- Fiera Milano SpA
- GL Events
- Deutsche Messe AG
- Emerald Expositions
- Koelnmesse GmbH
- MCH Group

## Global Exhibition Market Share by Players

