

Global Exhibitions Market Likely to be Worth \$36.359 Billion by 2023 | Arizton

Exhibition programs are largely used to boost the conversion rates and are increasingly being used as a cost of sale among various exhibitors.

CHICAGO, IL, UNITED STATES, September 25, 2018 / EINPresswire.com/ -- Arizton's recent market research report on the global [exhibitions market](#) segments the market by economic development (mature economies and emerging economies) and by geography (APAC, Europe, North America, and ROW).

The three leading drivers and trends of the global exhibitions market are discussed below:

Sustained Popularity in Elusive Industry Sectors

The use of conventional marketing methods such as e-mail marketing, newsletter, online advertisements, and media campaigns is unresponsive to highly specialized sectors such as manufacturing and mining. Such niche industries use exhibitions in the form of expert panels, trade associations, and research to make decisions about its products and services. Exhibitions for their specific industries provide a high level of

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The use of big data analytics will enable exhibitors to make strategic marketing programs and digital campaigns”

Sayani, Analyst

Integration of Trade Shows and Digital Technologies

Exhibitions organized by various service providers are highly sophisticated digitally advanced channels of marketing that enable increased communication and conversions for business owners. The development of materials and technologies is promoting the digitalization of exhibitions. Exhibition organizers are augmenting value to business via online, social, technological, and mobile solutions in a space abound with trading and networking. The launch



of multi-sensory storytelling, increase in monetization potential, implementation of tools to monitor customer behavior, and the provision of a comprehensive brand information will result in an emotional brand experience for end-users. The integration of technology such as AR, VR, wearables, interactive walls, digital lounges, and gamification will revolutionize the global exhibitions market.

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Redesign of Exhibition Models

B2B exhibition models are witnessing a drastic shift of expectations, and consumers are leaning towards new connections, knowledge sharing, and access to expertise. This change in behavior is ideally targeted because of the proliferation of digital media that allows end-users to access all information with a click of a button. Exhibitions are changing their models to focus more on content than branding by offering new data and innovation. This change in the exhibition model will enable business owners to engage with consumers and increase their interest through interactive exhibitions. The launch of new formats such as trade shows, congresses, and conferences is driving the growth in the global exhibitions market. Show floors are gaining immense popularity in the market for its breakout sessions, workshops, and keynotes, and provide subject matter expertise in ways that increase interaction levels by providing valuable knowledge about the product. Such diversification of models will allow business owners to choose an ideal method that suits their operations, thereby, propelling the growth of the global exhibitions market.

The image shows the Arizton Advisory & Intelligence logo at the top. Below it is a report cover with the title 'GLOBAL EXHIBITIONS MARKET' and subtitle 'EMERGING TRENDS'. The cover features a background image of people at an exhibition. Below the cover is a red banner with four icons and their corresponding trends: 'REDESIGN OF EXHIBITION MODELS' (grid icon), 'GROWING USE OF BIG DATA' (bar chart icon), 'INCREASED FOCUS ON SECURITY' (shield icon), and 'GEOGRAPHICAL DIVERGENCE OF GLOBAL EXHIBITIONS' (globe icon). At the bottom of the banner, there is an email address 'enquiry@arizton.com' and a source note: 'source: Global Exhibitions Market Report by Arizton'.

Top Trends Driving the Global Exhibitions Market



Global Exhibitions Market Segmentation 2023.png

The complete overview of the latest market research report on global exhibitions market by Arizton is now available.

The report offers a detailed study of major trends, drivers, challenges and also provides the market size and forecast for major geographical regions and key countries.

[Download a sample now.](#)

Exhibitors in North America hold exhibitions outside the region to gain international exposure

The global exhibitions market is divided into four major geographical regions such as North America, Europe, APAC, and ROW. The exhibitions market in North America is expected to grow at a CAGR of more than 4% during the forecast period. The increasing number of partnerships among tech companies with service providers to offer bundles of digital technologies to exhibition organizers will propel the growth in the North American market.

The infographic features a background image of an exhibition hall. At the top, it reads 'GLOBAL EXHIBITIONS MARKET' in large white letters, with 'Vendor Lists' and 'WWW.ARIZTON.COM' below it. The Arizton logo is in the top right corner. Two green boxes contain lists of companies. The left box is titled 'KEY VENDORS' and lists: Fiera Milano, GL Events, ITE Group, MCH Group, Messe Frankfurt, RELX Group, and UBM. The right box is titled 'PROMINENT PLAYERS' and lists: Emerald Expositions, Deutsche Messe, HKTDC, Informa Exhibitions, Koelnmesse, Messe Dusseldorf, Messe Munchen, and Viparis. At the bottom left of the infographic is an email icon and 'enquiry@arizton.com'. At the bottom right is 'Source: Global Exhibitions Market Report by Arizton'.

GLOBAL EXHIBITIONS MARKET
Vendor Lists
WWW.ARIZTON.COM

KEY VENDORS

- Fiera Milano
- GL Events
- ITE Group
- MCH Group
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- Emerald Expositions
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Source: Global Exhibitions Market Report by Arizton

Global Exhibitions Market - Top Companies

APAC is the fastest growing region in the global exhibitions market at a CAGR of around 7% by 2023. The increase in investments in Hong Kong, China, and India will drive the market for exhibitions in the region. The importance of face-to-face conversations will propel the need for B2B exhibitions in the APAC market to promote industrial development.

The key countries profiled in the report are:

- US
- Canada
- Germany
- France
- UK
- China
- Hong Kong
- India
- Brazil
- GCC
- Mexico

Key Vendor Analysis

The global exhibitions market is highly fragmented, and leading ten vendors control around 20% of the total market share. Other prominent vendors also have a sizeable international and local presence with some of the leading players in the exhibition market. The market players are primarily focusing on effective strategies to maintain their market share. Increased mergers and acquisitions will lead to the consolidation of the market. Additionally, the market is also witnessing a trend of acquiring niche exhibitions for diversification of portfolios and increasing profitability among leading vendors.

The major vendors in the global market are:

Fiera Milano

GL Events
ITE Group
MCH Group
Messe Frankfurt
RELX Group
UBM

Other prominent vendors include Emerald Expositions, Deutsche Messe, HKTDC, Informa Exhibitions, Koelnmesse, Messe Dusseldorf, Messe Munchen, and Viparis.

Key market insights include

The analysis of the exhibitions market provides market size and growth rate for the forecast period 2018–2023.

The report offers comprehensive insights on current industry trends, trend forecast, and growth drivers of exhibitions market.

It provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.

The report offers a complete overview of market segments and regional outlook of global exhibitions market.

It includes a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

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This press release can be viewed online at: <http://www.einpresswire.com>

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