

# Europe Events Market is Expected to Grow at a Modest Compound Annual Growth Rate (CAGR) of 8.7% Through 2030

*The virtual or hybrid event enabler segment is estimated to witness the fastest growth, registering a CAGR of 10.9% during the forecast period.*

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According to a new report published by Allied Market Research, titled, "[Europe Events Market](#) by Service, by Type, by Smes: Opportunity Analysis and Industry Forecast, 2020-2030". The

report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. Europe events market was valued at \$31.4 billion in 2020, and is projected to reach \$123.9 billion by 2030, growing at a CAGR of 8.7% from 2021 to 2030.



Europe Events Market Research, 2030

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In 2020, depending on the type, the meeting and conference segment was valued at \$10,430.4 million, accounting for 33.1% of the Europe events market share.”

*Roshan Deshmukh*

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Trade shows are a crucial part of marketing strategies, as they allow brands to present their products, target customers, and find new business partners. In the recent years, there has been continuous increase in the popularity of trade shows, hence, they are mostly organized on huge venues. Furthermore, grand

ceremonies include conferences and corporate galas. In team-building events, the major aim is to build a strong relationship and trust among the team members. Furthermore, induction programs are held in the beginning of the month the most common start date for newly hired employees.

As per the Europe events market trends, based on the type, the meeting and conference segment dominated the market in 2020. Event companies and service providers are recognizing the impact of business meetings on revenue and brand. The incentive is estimated to be the fastest-growing segment. Incentive programs event companies in the Europe are increasing their focus on providing their incentive travelers with complete designed packages and deals for enhancing the experience of travelers.

Therefore, the corporate sector offers various opportunities for the event management companies to organize events, contributing to huge revenue generation, which, in turn, augments the growth of the Europe events market. The growth of the events industry is majorly driven by upsurge in frequency of corporate meetings, conferences, tradeshows/exhibitions, and other events.

The Europe events market is highly fragmented owing to the presence of numerous players in the market. These market players are constantly engaged in various developmental strategies such as acquisition, mergers, partnership, business expansion, and new product launches, which increases the intensity of competitive rivalry in Europe and helps them to exploit Europe events market opportunity.

Based on the SMEs, the small and medium enterprises segment was the leading segment, garnering a market share of 74.0% in 2020. The huge presence of the small and medium sized enterprises and the increased volume of corporate events conducted by them has propelled the growth of this segment. Small and medium enterprises are said to be the backbone of the European economy.

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According to the Europe events market forecast, based on the service, the virtual or hybrid event enabler segment is expected to grow at a highest CAGR of 10.9% from 2021 to 2030. This growth is attributable to the surging adoption of the ICT technologies among the event planners and the corporate houses in Europe. Moreover, the COVID-19 pandemic is the major factor behind the rapid growth of this segment. In 2020, the location rental segment dominated the market, garnering a market share of 31.3%.

The major players profiled in the report are Compass Group PLC, Dorier Group, Elixir Group, Europa International, Event Security Management Ltd., Intelligent (UK Holdings) Limited, London Filmed, Martin Audio Ltd, The Creative Engagement Group, and Titan Security Europe.

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□□□□□□□□□□□□□□□□: There is a growing emphasis on sustainability within the events industry, with

organizers and venues focusing on reducing environmental impacts. This includes eco-friendly practices, waste reduction, and the use of renewable energy.

□□□□□□□□□□ □□□□□□□□□□: The incorporation of advanced technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) is becoming more prevalent, enhancing attendee experiences and engagement.

□□□□□□□□□□□□□□ □□ □□□□□ □□□□□: Beyond traditional conferences and exhibitions, there is an increasing demand for unique and niche events. Specialized conferences, themed festivals, and experiential events are gaining popularity.

□□□□□□□□□□□ □□□□□□: European cities continue to attract events and conferences due to their cultural richness, infrastructure, and accessibility. Destinations like Barcelona, Berlin, and Vienna are known for hosting major international events.

□□□□□□□□□□ □□ □□□□□ □□□□□□: The industry is expected to continue innovating in terms of event formats. The integration of new technologies and creative event design will be key to attracting and retaining attendees.

□□□□□□□□□□□□ □□ □□□□□□□□□□: Events provide valuable opportunities for networking and collaboration. The industry's prospects may depend on how well organizers facilitate meaningful connections between participants.

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□ This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the Europe events market analysis from 2020 to 2030 to identify the prevailing Europe events market opportunity.

□ The market research is offered along with information related to key drivers, restraints, and opportunities.

□ Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

□ In-depth analysis of the Europe events market segmentation assists to determine the prevailing market opportunities.

□ Major countries in each region are mapped according to their revenue contribution to the



□ Corporate Event Market is projected to reach \$1.1 trillion by 2031

<https://www.alliedmarketresearch.com/corporate-event-market-A16261>

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