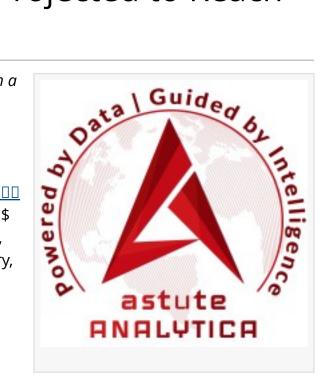


Global Event and Exhibition Market Valued at US\$ 44.02 Billion in 2023, Projected to Reach US\$ 58.96 Billion by 2032

Event and Exhibition Market Witnesses Steady Growth with a CAGR of 3.30% During 2024–2032

CHICAGO, UNITED STATES, May 28, 2024



https://www.astuteanalytica.com/request-sample/event-and-exhibition-market

This promising expansion is attributed to the increasing demand for interactive and experiential marketing strategies, the rise of virtual and hybrid event platforms, and the resurgence of inperson events as global restrictions ease. The event and exhibition sector is pivotal in fostering business networking, brand promotion, and knowledge sharing across various industries.

Industry experts emphasize the significance of technological advancements, such as Al-driven event management tools and immersive technologies like augmented reality (AR) and virtual reality (VR), in enhancing attendee engagement and optimizing operational efficiencies. These innovations are anticipated to drive further growth and reshape the landscape of event experiences.

Additionally, the market's growth is supported by emerging trends, including sustainable event practices, personalized attendee experiences, and the integration of data analytics to measure event performance and ROI. As businesses continue to adapt to evolving consumer expectations, the event and exhibition industry is set to play a crucial role in shaping the future of global commerce and communication.

Fiera Milano SpA
Deutsche Messe AG
Messe Frankfurt GmbH
MCH Group AG
GL Events
Koelnmesse GmbH
RELX Plc
Viparis Holding
Other Prominent Players

By Type

B₂B

B2C

Hybrid/Mixed

By Revenue Stream

Exhibitor Fee Sponsorship Fee Entrance Fee Services By End User

Consumer Goods & Retail Sector Automotive & Transportation Industrial Entertainment Real Estate & Property Hospitality Sector Others By Region

North America The U.S. Canada Mexico

Europe

Western Europe

The UK

Germany

France

Italy

Spain

Rest of Western Europe

Eastern Europe

Poland

Russia

Rest of Eastern Europe

Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

ASEAN

Rest of Asia Pacific

Middle East & Africa (MEA)

Saudi Arabia

South Africa

UAE

Rest of MEA

South America

Argentina

Brazil

Rest of South America

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