

# Europe Events Market Boom: Estimated to Hit \$123.9 Billion by 2030, Register at a CAGR of 8.7%

*In 2020, the UK was the most prominent market in Europe, is projected to reach \$34,789.9 million by 2030, growing at a CAGR of 8.8% during the forecast period.*

WILMINGTON, NEW CASTLE, DELAWARE 19801 USA, UNITED STATES, August 23, 2024 /EINPresswire.com/ -- 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



Europe Events Market: 2024

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.

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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.



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

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□□□□□□□□□□□ □□□□□□: 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



□ Events Industry Market is expected to reach \$1,552.9 billion by 2028

<https://www.alliedmarketresearch.com/events-industry-market>

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

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

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