

Global Event and Exhibition Market to Reach US\$ 58.96 Billion by 2032, Growing at a CAGR of 3.30% | Astute Analytica

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

CHICAGO, NY, UNITED STATES, December 6, 2024 /EINPresswire.com/ -- The global [event and exhibition market](#) was valued at **US\$ 48.00 billion** in 2023 and is projected to reach a market size of **US\$ 58.96 billion** by 2032, growing at a compound annual growth rate (CAGR) of **3.30%** during the forecast period from 2024 to 2032.

For more information, visit <https://www.astuteanalytica.com/request-sample/event-and-exhibition-market>



This market growth is driven by several factors, including the rising demand for immersive and interactive events, the increasing number of trade shows and conferences, and the growing focus on sustainable event practices. Additionally, the shift towards hybrid events that combine physical and virtual experiences is gaining traction, expanding the market's reach and accessibility.

Key players in the market include:

Key players: **Astute Analytica**, **Event Marketing Institute (EMI)**, **Experiential Marketing**, **Trade Shows**, **Conferences**, **Exhibitions**

The event and exhibition market is thriving as there is a growing appetite for “live” experiences. Consumers want to have engaging interactions with brands, and companies are responding by delivering them through events and exhibitions. And within these two areas of marketing, experiential marketing itself — the strategy that focuses on creating impactful brand-consumer connections — is also flourishing. According to a study conducted by the Event Marketing Institute (EMI), 74% of consumers are more likely to buy products after taking part in branded event marketing experiences. Moreover, EMI found 91% of consumers develop more positive feelings about brands after attending one – brands need to focus on creating shareable

moments at them. This means budgeting accordingly too; according Freeman's Global Brand Experience Study CMOs allocate between 21-50% live event spend from their total budgets on average.

Event and exhibition market provide the perfect platform for this kind of activity as they enable brands to create multi-sensory, interactive occasions that leave an impression. For example, at last year's South by Southwest (SXSW) festival, HBO created an experience titled "Bleed for the Throne" which saw participants donate blood before being immersed into a world featuring actors and props from Game of Thrones. Although digital has risen up around it, face-to-face still remains at the heart of all good marketing. In fact, according to a CEIR survey 99% of marketers agree trade shows provide unique value not offered by other channels because they allow businesses to create personal relationships with clients face-to-face which can never be replicated online.

For instance, Google who had massive booth space during CES 2023, where they built out rides powered by google assistant that took you through a day in different locations generating massive amounts buzz and social posts. According to EMI research, 91% of consumers have more positive feelings towards brands after attending an event, with 85% likely to purchase afterwards, and over 70% converting into actual customers. They also amplify on social media too – a Splash study found events generate average 4.3 impressions per attendee, with 98% of consumers creating digital or social content at these events.

For more information on the Event and Exhibition Market, visit our website: <https://www.astuteanalytics.com/industry-report/event-and-exhibition-market>

Key players in the Event and Exhibition Market include:

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

Key players in the Event and Exhibition Market include:

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

For more information, please email info@astuteanalytica.com or visit <https://www.astuteanalytica.com/request-sample/event-and-exhibition-market>

For more information, please email info@astuteanalytica.com:

Astute Analytica is a global analytics and advisory company that has built a solid reputation in a short period, thanks to the tangible outcomes we have delivered to our clients. We pride ourselves in generating unparalleled, in-depth, and uncannily accurate estimates and projections for our very demanding clients spread across different verticals. We have a long list of satisfied and repeat clients from a wide spectrum including technology, healthcare, chemicals, semiconductors, FMCG, and many more. These happy customers come to us from all across the globe.

They are able to make well-calibrated decisions and leverage highly lucrative opportunities while surmounting the fierce challenges all because we analyse for them the complex business environment, segment-wise existing and emerging possibilities, technology formations, growth estimates, and even the strategic choices available. In short, a complete package. All this is possible because we have a highly qualified, competent, and experienced team of professionals comprising business analysts, economists, consultants, and technology experts. In our list of priorities, you-our patron-come at the top. You can be sure of the best cost-effective, value-added package from us, should you decide to engage with us.

Aamir Beg
Astute Analytica
+1 888-429-6757

[email us here](#)

Visit us on social media:

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/766706887>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.