

Exhibition Market 2026 Reviving Global Trade Events And Business Networking Platforms

The Business Research Company's Exhibition Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

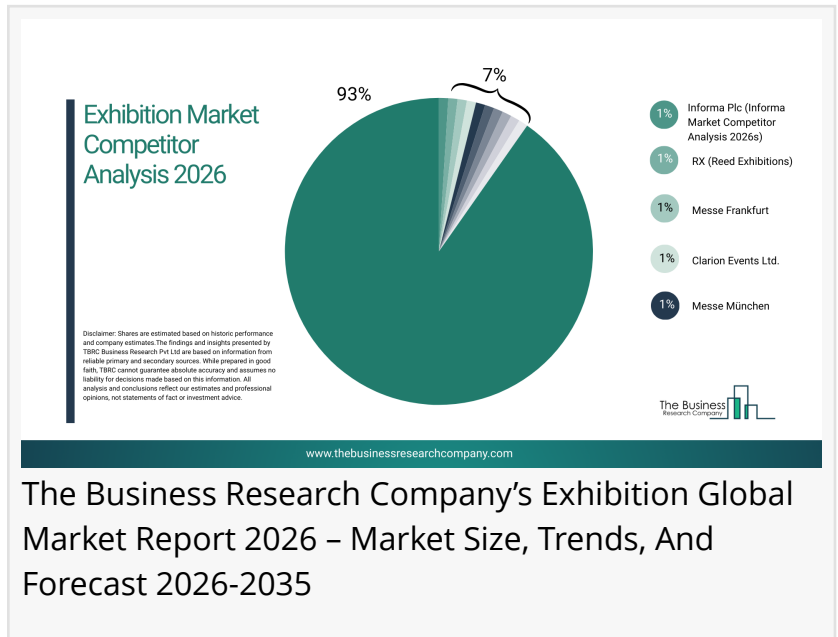
LONDON, GREATER LONDON, UNITED KINGDOM, March 16, 2026

[/EINPresswire.com/](https://www.einpresswire.com/) -- [The Exhibition market](#) is dominated by a mix of global organizers and strong regional players. Companies are focusing on hybrid engagement models, data driven attendee acquisition strategies, sponsorship monetization innovation, and enhanced security and governance frameworks to strengthen market presence and ensure measurable return on investment.

Understanding the competitive landscape is key for stakeholders seeking growth opportunities, portfolio expansion, cross border partnerships, and long-term ecosystem positioning.

Which Market Player Is Leading the Exhibition Market?

According to our research, Informa Plc (Informa Markets) led global sales in 2024 with a 1% market share. The Exhibitor division of the company is partially included in the exhibition market, provides platforms for industries and specialist markets to trade, innovate, and grow by connecting buyers and sellers through face-to-face exhibitions, digital services, and data-driven insights. Informa Plc is a services group that operates one of the largest portfolios in the exhibition and events industry, primarily through its division Informa Markets. Informa Markets designs, organizes, and manages hundreds of business-to-business trade shows, exhibitions, conferences, and digital events across specialist sectors such as pharmaceuticals, food, medical technology, security, and infrastructure, connecting buyers and sellers worldwide. Their platforms serve as marketplaces where companies showcase products, generate leads, foster partnerships, and gain insights into industry trends. Informa leverages data, hybrid event formats, and community networking tools to help exhibitors maximize visibility and business outcomes.



The Business Research Company's Exhibition Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035

How Concentrated Is the Exhibition Market?

The market is fragmented, with the top 10 players accounting for 7% of total market revenue in 2024. This level of fragmentation reflects the industry's reliance on region specific expertise, specialized event portfolios, and localized industry networks, where competitive advantage is often built through venue access, city and country relationships, and deep vertical community ownership rather than purely scale. Leading organizers such as Informa Plc (Informa Markets), RX (Reed Exhibitions), and Messe Frankfurt maintain an edge through global reach, strong brand equity, and diversified multi sector portfolios, while smaller and regional players compete through niche specialization, sector focused events, and strategic partnerships that keep the market decentralized and highly competitive. As exhibitors demand clearer return on investment, higher quality audiences, and hybrid extensions that broaden reach, consolidation, portfolio acquisitions, and cross border partnerships are expected to gradually strengthen the position of the largest organizers over time.

- Leading companies include:
 - o Informa Plc (Informa Markets) (1%)
 - o RX (Reed Exhibitions) (1%)
 - o Messe Frankfurt (1%)
 - o Clarion Events Ltd. (1%)
 - o Messe Munchen (1%)
 - o Messe Dusseldorf GmbH (1%)
 - o Hyve Group Ltd. formerly ITE Group (0.5%)
 - o IFEMA Madrid (0.3%)
 - o Emerald Expositions Inc. (0.3%)
 - o NurnbergMesse (0.3%)

Request a free sample of the Exhibition Market report:

https://www.thebusinessresearchcompany.com/sample_request?id=18604&type=smp&utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

Which Companies Are Leading Across Different Regions?

- North America: Simpleview, Inc., Reed Exhibitions Canada Inc., EventMobi GmbH, Global Experience Specialists, Inc., IGECO Canada Inc., The Global Events and Exhibitions Ltd., NEXUS Exhibits Ltd., Exhibit Solutions Inc., ExpoSystems Inc., Freeman Company, LLC, Global Experience Specialists, Inc., Emerald Holding, Inc., Skyline Exhibits, Inc., vFairs LLC, ShowClix, Inc., and George P. Johnson Experience Marketing, Inc. are leading companies in this region.
- Asia Pacific: Guangzhou International Exhibition Co., Ltd., RX Global Events, GL Events S.A., Emerald Holding, Inc., RX Japan Co., Ltd., Adsale Exhibition Services Ltd., Reed Exhibitions China, Beijing Heliview International Exhibition Co., Ltd., Grand International Exhibition Co., Ltd., Shanghai Hongda Exhibition Service Co., Ltd., Intercross Communications Co., Ltd., Tokyo International Exhibition Center Co., Ltd., Messe Esang Co., Ltd., SeoulMESSE Co., Ltd., COEX Co., Ltd., Korea International Exhibition Center Co., Ltd., Informa Markets Korea Co., Ltd., Korea Agro-Fisheries and Food Trade Corporation are leading companies in this region.

- Western Europe: Event Tech Live, CloserStill Media Limited, Koninklijke Jaarbeurs, RX Global, Informa Markets, Messe Frankfurt GmbH, Messe München GmbH, Deutsche Messe AG, Fiera Milano S.p.A., GL Events S.A., Koelnmesse GmbH, and ITE Group plc are leading companies in this region.
- Eastern Europe: Expocentre Joint Stock Company, ITE Group Plc, Farexpo Exhibition Company, OKTO Group LLC, MVK International Exhibition Company LLC, Groteck Company Limited Liability Company, ARTIS Expo Limited Liability Company, Międzynarodowe Targi Poznańskie Sp. z o.o., Targi Kielce S.A., Targi w Krakowie Sp. z o.o., ROMEXPO S.A., Euroexpo Fairs Limited, BVV Trade Fairs Brno a.s., Výstaviště České Budějovice a.s., and Incheba Praha spol. s r.o. are leading companies in this region.
- South America: RX Brasil (Reed Exhibitions), GL events Latin America, Fiera Milano Brasil, Koelnmesse Brasil, Informa Markets South America, NürnbergMesse Group, The smarter E Europe GmbH, and GL events Group are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Rising focus on modular booth design and smart infrastructure is transforming to create adaptable, visually impactful exhibition spaces across diverse event formats.
- Example: Aluvision Ice 9 Productions Hi-LED pro P1.5 LED tile system (October 2025) integrates high-performance LED tiles within modular exhibit structures.
- These innovation allows exhibitors to build visually striking, scalable booths with enhanced digital display capabilities for trade shows and expos

Which Strategies Are Companies Adopting to Stay Ahead?

- Developing hybrid and virtual event platforms to expand global audience reach and year-round engagement
- Forming strategic partnerships with industry associations and sponsors to enhance exhibitor participation and revenue streams
- Investing in data analytics and attendee matchmaking tools to improve exhibitor ROI and visitor experience
- Expanding sector-specific and niche trade shows to capture specialized industry communities and recurring participation

Access the detailed Exhibition Market report here:

https://www.thebusinessresearchcompany.com/report/exhibition-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR

[The Business Research Company \(www.thebusinessresearchcompany.com\)](http://www.thebusinessresearchcompany.com) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We have published over 17,500 reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages

tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more.

Disclaimer: Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

The Business Research Company
Americas +1 310-496-7795
Europe +44 7882 955267
Asia & Others +44 7882 955267 & +91 8897263534
Email: info@tbrc.info"

Oliver Guirdham
The Business Research Company
+44 7882 955267
info@tbrc.info

This press release can be viewed online at: <https://www.einpresswire.com/article/899123562>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.