

# Global Exhibition Industry Report 2026

A multi-page market report using the latest available industry statistics, company disclosures, and regional market analysis.

## Latest published evidence used in this report

UFI industry statistics for 2024, UFI barometer surveys, UFI economic impact data, and 2024 annual results from Informa, RX and Messe Frankfurt.

<b>32,000</b>	exhibitions held worldwide in 2024
<b>318M</b>	visitors in 2024
<b>4.7M</b>	exhibiting companies in 2024
<b>44.3M sqm</b>	indoor exhibition space worldwide
<b>1,530</b>	venues identified worldwide
<b>EUR 150.0B</b>	direct spending generated by exhibitions in 2024

Prepared for a business audience. Figures are presented in the units used by the original sources. Where companies report in GBP or EUR, that currency has been kept to preserve source integrity.

## Executive summary

The exhibition industry entered 2026 with a clear recovery narrative: full-scale physical events remain central, while digital layers have become part of the operating model rather than a temporary add-on.

UFI's latest industry statistics show the sector's sheer scale: 32,000 exhibitions, 4.7 million exhibiting companies, 318 million visitors, 44.3 million sqm of indoor exhibition space, and 1,530 venues worldwide in 2024.

The sector's economic footprint is also sizable. UFI and Oxford Economics report EUR 150.0 billion in direct spending in 2024, and more than 138 million net sqm of space sold.

Company results reinforce the rebound: Informa Markets reported 14.2% underlying revenue growth in 2024, RX reported 11% underlying revenue growth, and Messe Frankfurt reported sales of EUR 775 million, up 19% year on year.

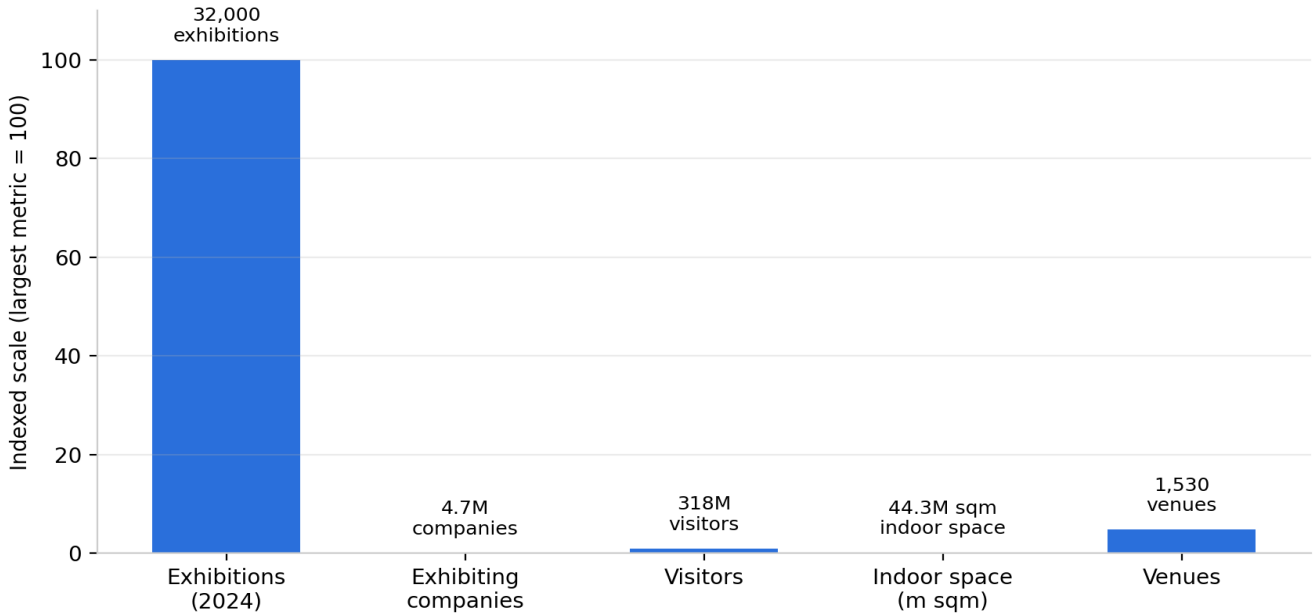
The market remains fragmented. A June 2025 JWC / UFI market overview shows the Top 40 exhibition companies account for 38% of the market, while the Top 10 account for 24%, leaving room for local and specialist players.

Theme	What the data suggests
Recovery	Attendance, revenue and spending have returned to strong growth, with 2024 described as a record-setting year in several barometer reports.
Hybrid formats	Hybrid is now a structural feature: live events remain the value center, while digital tools extend reach and improve engagement.
Regional shift	The Americas gained share in the global revenue mix from 2019 to 2023, while Europe remained the largest region.
Outlook	Forecast CAGRs remain healthy across major regions, with the Middle East and Asia showing the strongest growth rates.

# 1. Market scale and footprint

The industry is not a niche events segment. It is a large-scale commercial platform connecting exhibitors, visitors, venues and city economies.

**Global exhibition industry scale (2024)**

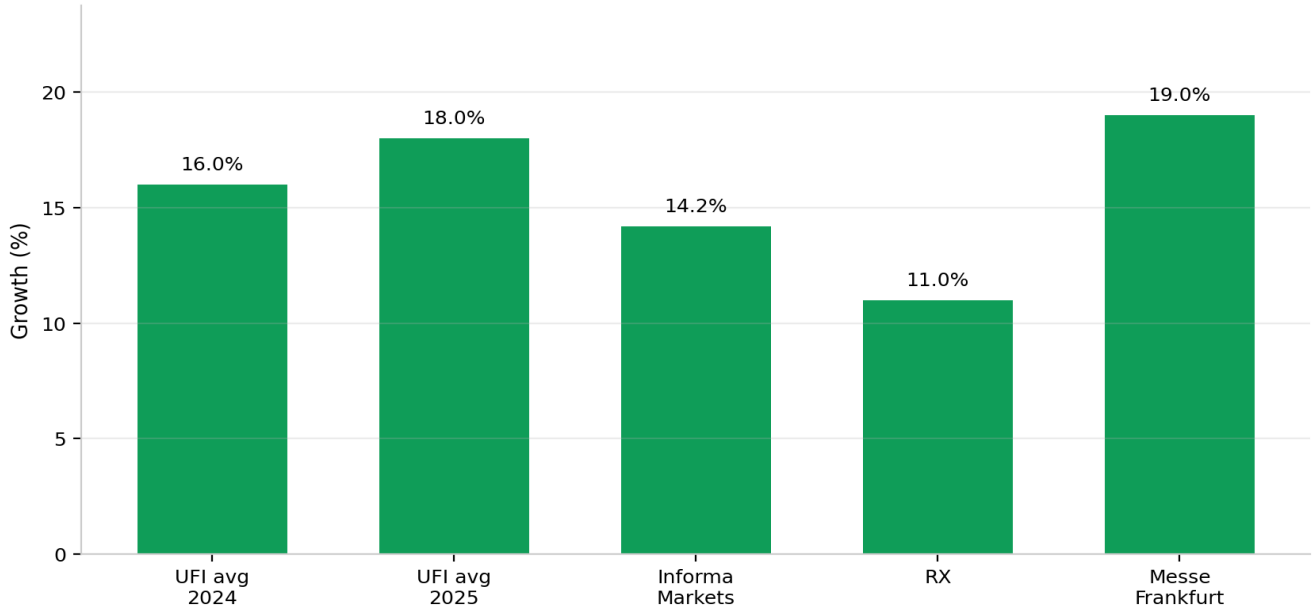


The normalized chart keeps the story readable even though the raw metrics are very different in size. The underlying numbers show the breadth of the market: millions of visitors and exhibitors, tens of thousands of exhibitions, and more than 1,500 venues worldwide.

## 2. Recovery and demand momentum

Barometer data and company results show a sharp post-pandemic rebound. By 2024, the market was no longer just recovering; it was posting broad-based growth across organizers, venues and service providers.

### Reported revenue growth and outlook in the exhibition ecosystem

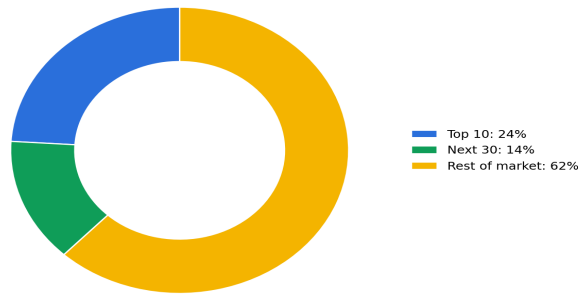


- UFI's 2024 and 2025 barometer outlooks point to double-digit revenue growth across the industry.
- Informa Markets' 14.2% growth shows the strength of transaction-led event portfolios.
- RX's 11% growth confirms that large-scale exhibition businesses continued to expand after the rebound year.
- Messe Frankfurt's 19% sales growth illustrates the strength of venue-backed exhibition platforms.

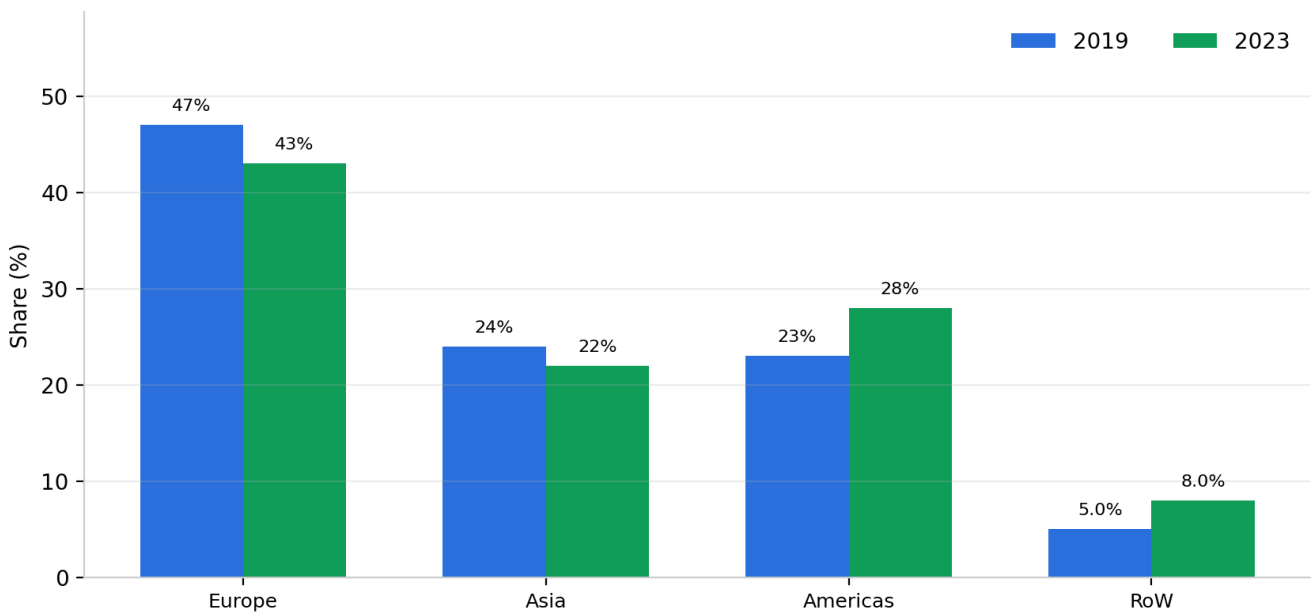
### 3. Market structure and regional mix

The market is fragmented but still dominated by a small number of global leaders. At the same time, regional revenue composition has shifted since 2019, with the Americas gaining share in the sample used by JWC.

**Global market fragmentation**



**Regional revenue mix of selected top-40 exhibition companies**

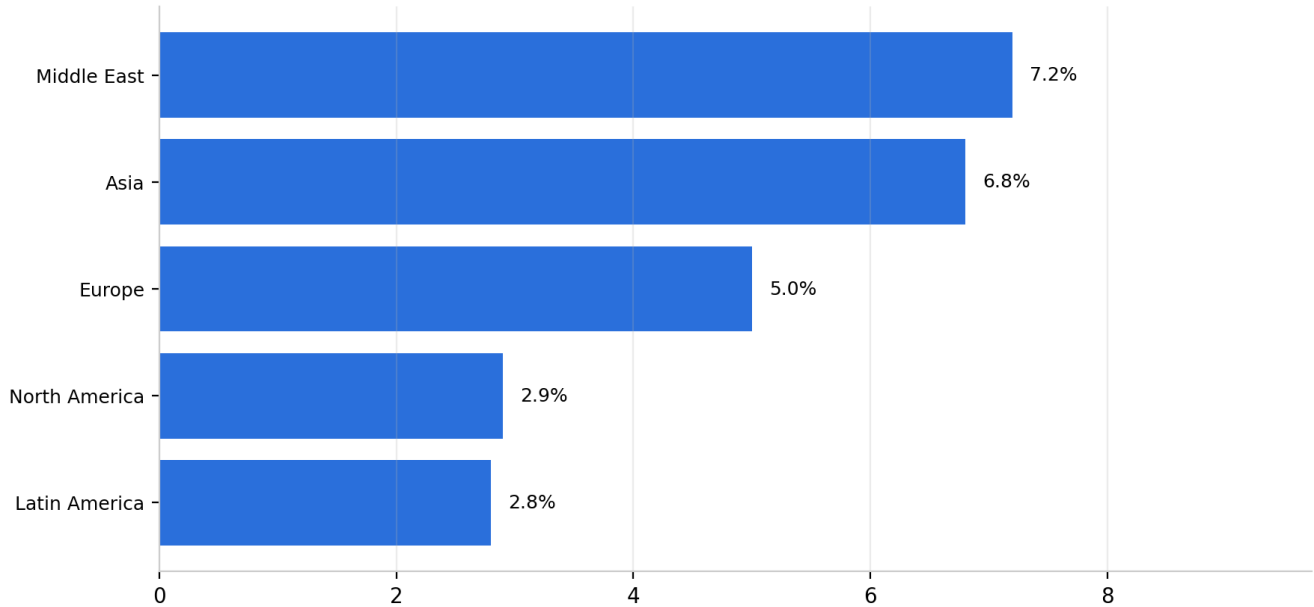


A practical takeaway is that the global market rewards scale, but also leaves room for specialist regional operators and category-specific organizers. The shift in geography matters because exhibitors increasingly follow growth markets, not only established trade fair hubs.

## 4. Forward outlook by region

The 2024-2030 outlook published in the JWC / UFI market overview shows the strongest growth in the Middle East and Asia, with Europe still a major but more mature region.

**Forecast revenue CAGR by region (2024-2030)**



- Middle East growth is supported by heavy venue investment and a fast-expanding business events pipeline.
- Asia remains the most important growth engine by market depth and by the pace of organizer and venue development.
- Europe is still large and profitable, but growth is more modest than in newer markets.
- North America and Latin America show steady but slower growth rates in the forecast.

## 5. Hybrid formats and operating model changes

Hybrid is now best understood as an operating layer: physical exhibitions remain the core revenue and networking engine, while digital tools improve audience capture, lead qualification and event continuity.

The strongest examples are not fully virtual trade shows, but live events supported by registration data, matchmaking, content capture and post-event analytics.

This matters because the value chain has expanded. Organizers now monetize exhibitor packages, sponsorships, attendee products, digital visibility, content services and data services.

Area	What has changed
Lead generation	Exhibitor ROI is increasingly tied to scan data, matchmaking and content engagement.
Audience reach	Digital distribution extends the event beyond the hall without replacing the physical show.
Revenue mix	Service revenue and media-style products are more important than before.
Operations	Venues and organizers invest more in data, content capture and event technology.

## 6. What this means for organizers, exhibitors and cities

Stakeholder	Priority
Organizers	Build around buyer quality, analytics, and category leadership. Hybrid tools should support the live event, not distract from it.
Exhibitors	Treat exhibitions as a pipeline channel: pre-show outreach, on-site conversion and post-show follow-up should be measured together.
Venues	Capacity and sustainability upgrades remain important, but the data layer is now just as strategic as hall size.
Cities / DMOs	Trade shows support hotel nights, aviation demand, and broader business tourism. Their impact extends beyond the event dates.

Bottom line: the exhibition industry in 2026 is a large, still-growing, and increasingly data-driven business. The live event remains the center of gravity, but hybrid delivery and analytics now define the competitive edge.

## Sources and methodology

This report uses figures visible in current public releases and search snippets from official sources. Because many industry reports are published as PDFs that are not directly accessible in all environments, the text here cites the source title and the data point used.

Source	Data used
UFI Global Exhibition Industry Statistics (May 2025 / Jan 2026)	32,000 exhibitions worldwide in 2024; 44.3 million sqm indoor exhibition space; 1,530 venues.
UFI Global Economic Impact of Exhibitions (2025)	Exhibitions generated EUR 150.0 billion of direct spending and sold more than 138 million net sqm in 2024.
UFI Global Barometer (34th edition, Feb 2025)	Global revenues expected to grow by 16% in 2024 and 18% in 2025 on average.
UFI Global Barometer (33rd edition, Jul 2024)	2023 and 2024 revenues expected to grow by 20% and 17% year on year; 48% of companies planned to increase venue investment.
UFI industry overview (2024)	In 2024, the global exhibition industry saw 4.7 million exhibiting companies and 318 million visitors.
Informa 2024 Annual Report	Informa Markets delivered underlying revenue growth of 14.2% in 2024.
RELX / RX 2024 results	RX reported 11% underlying revenue growth and adjusted operating profit growth of 31% in 2024.
Messe Frankfurt 2024 Annual Report	Sales increased 19% versus 2023 to EUR 775 million; space sold remained 12% below 2019.
JWC / UFI market overview (June 2025)	Top 40 organizers account for 38% of the global market; Top 10 account for 24%.
JWC / UFI market overview (June 2025)	For selected top-40 companies, Europe share changed from 47% in 2019 to 43% in 2023; Asia from 24% to 22%; Americas from 23% to 28%; RoW from 5% to 8%.
JWC / UFI market overview (June 2025)	Forecast CAGR (2024-2030): Europe 5.0%, Asia 6.8%, North America 2.9%, Latin America 2.8%, Middle East 7.2%.

Note: This report is designed as a concise market brief. If you want a deeper version, the next step would be to add a region-by-region appendix, a company ranking table, and a 3- to 5-year forecast model.