

# Global Exhibition Industry Statistics

May 2025

# UFI Research: An Overview

## Global Reports



Analysing the global exhibition industry with global comparisons.

**Global Barometer** – Bi-annual report on industry developments.

**World Map of Venues** – Report on trends in venue space and project developments globally.

**Global Exhibition Industry Statistics** – Key data on global and regional markets.

**Economic Impact Study** – Report on the value of exhibitions globally and regionally.

**United Nations Sustainable Development Goals** – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

## Regional Reports



Regular market overviews on UFI's chapter regions.

**Euro Fair Statistics** – Annual list of certified data for Europe by country.

**The Trade Fair Industry in Asia** – Annual analysis of market developments for Asia/Pacific by country.

**The Exhibition Industry in Latin America** – The first comprehensive overview by UFI of the exhibition industry Latin America.

**The Exhibition Industry in MEA** – Overview of the exhibition market in the MEA region.

## Topical Reports



Focused reports on challenges and developments within the exhibition industry.

**Global Visitor and Exhibitor Insights** – Data driven research reports on visitor feedback and exhibitor expectations.

**Best Practices Compendiums** – Case studies of successful industry developments.

**Special Industry Topics** – A wide ranging selection of bespoke reports into specific industry topics.

# Overview

- 1. Key Metrics**
- 2. Participants Satisfaction**
- 3. Economic Impact**

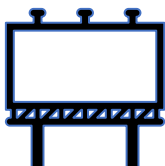
# Global Exhibition Market

Key Metrics (year 2024)



**1,432**  
Venues

host



**32,000**  
Exhibitions

**4.7 million**  
Exhibiting companies



welcome



**138 million**  
Square meters of booth



**318 million**  
Visitors

# Regional Exhibition Markets

## Key Metrics (year 2024)

### North America

- 339 venues - 7.4 million sqm (17%)
- 1.7 million exhibiting companies
- 88.9 million visitors
- 47.8 million sqm rented (35%)

### Central & South America

- 83 venues - 1.5 million sqm (4%)
- 209 000 exhibiting companies
- 34.3 million visitors
- 7.2 million sqm rented (5%)

### Europe

- 505 venues - 15.8 million sqm (37%)
- 1.3 million exhibiting companies
- 101.7 million visitors
- 43.2 million sqm rented (31%)

### Asia/Pacific

- 432 venues - 16.6 million sqm (39%)
- 1.3 million exhibiting companies
- 84.0 million visitors
- 35.6 million sqm rented (26%)

### Middle East

- 44 venues - 1.3 million sqm (3%)
- 143 000 exhibiting companies
- 6.7 million visitors
- 3.3 million sqm rented (2%)

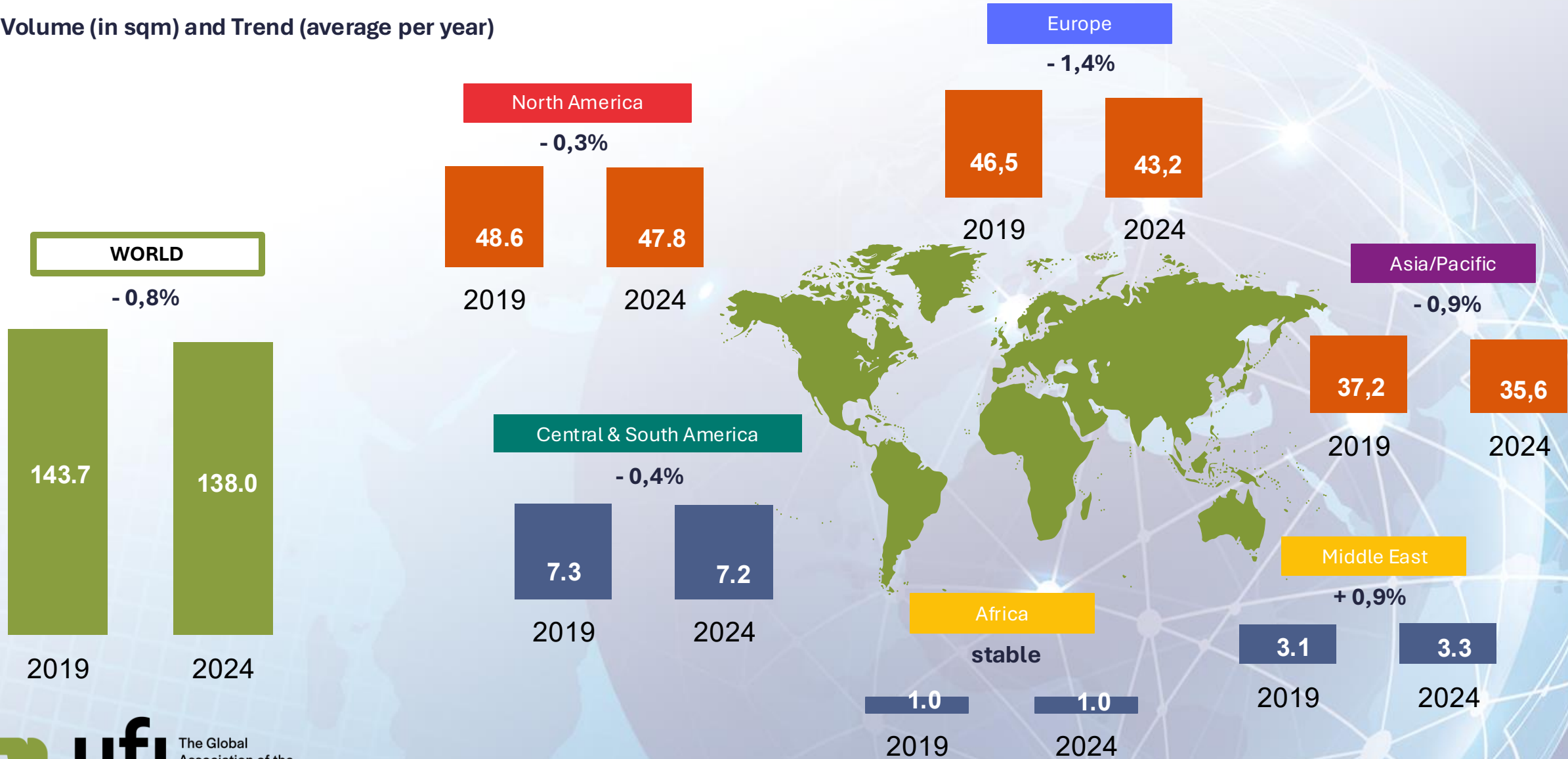
### Africa

- 29 venues - 0.6 million sqm (1%)
- 45 000 exhibiting companies
- 2.1 million visitors
- 1.0 million sqm rented (1%)



# Net Space Rented (2019-2024)

Volume (in sqm) and Trend (average per year)



*Note: a different scale was used for Africa, Central & South America and the Middle East.*

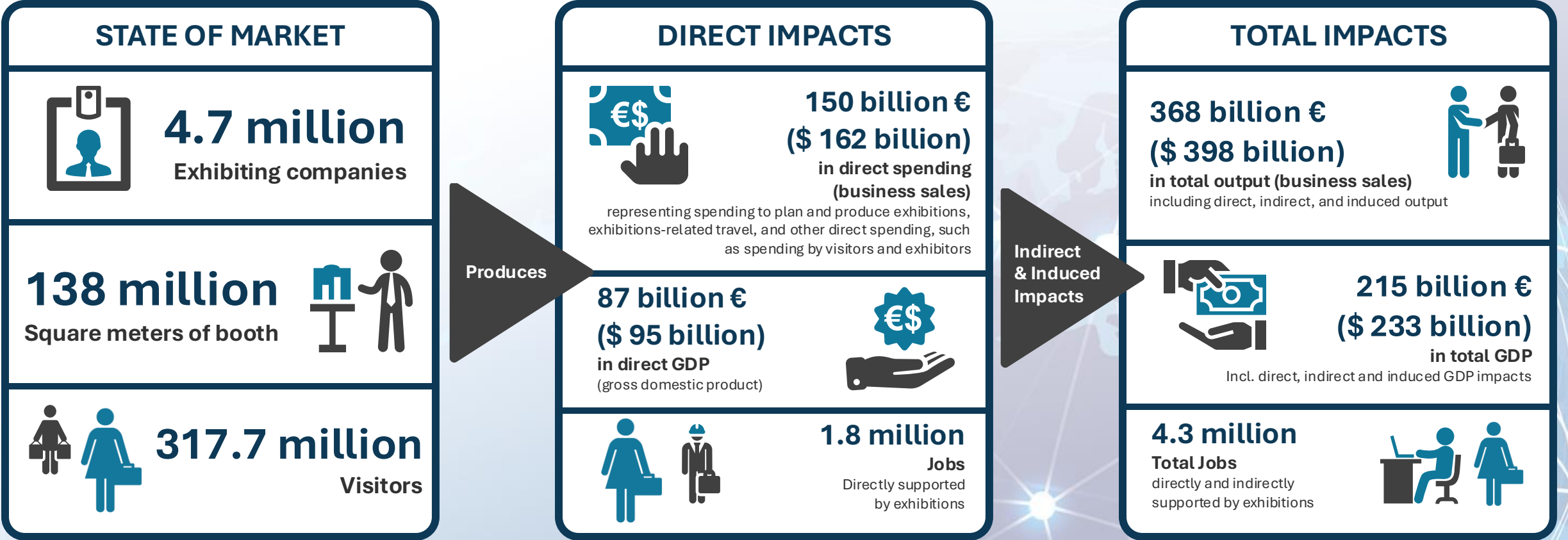
# Participants Satisfaction

Global Exhibitors and Visitors Insights: Pre-pandemic (2017-19) vs Post-pandemic (2022-24) Benchmark by Region



# Global Economic Impact of Exhibitions (2024)

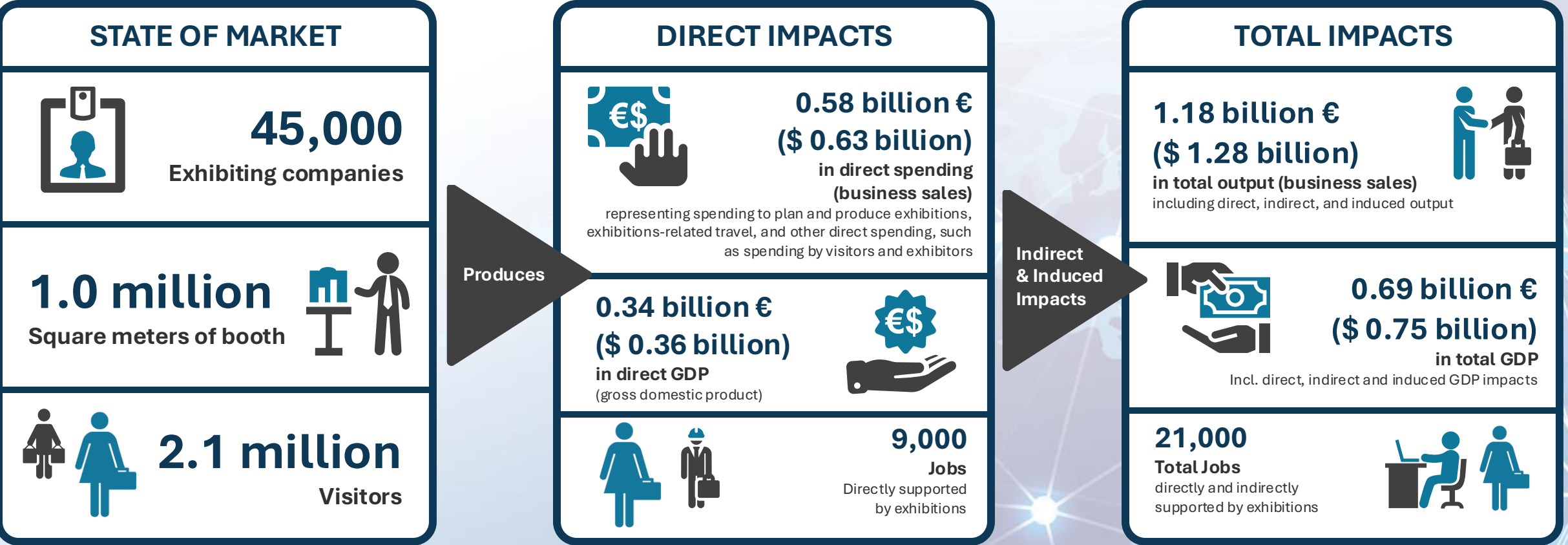
Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
This does not refer to the trade generated or stimulated by participants thanks to their participation in exhibitions





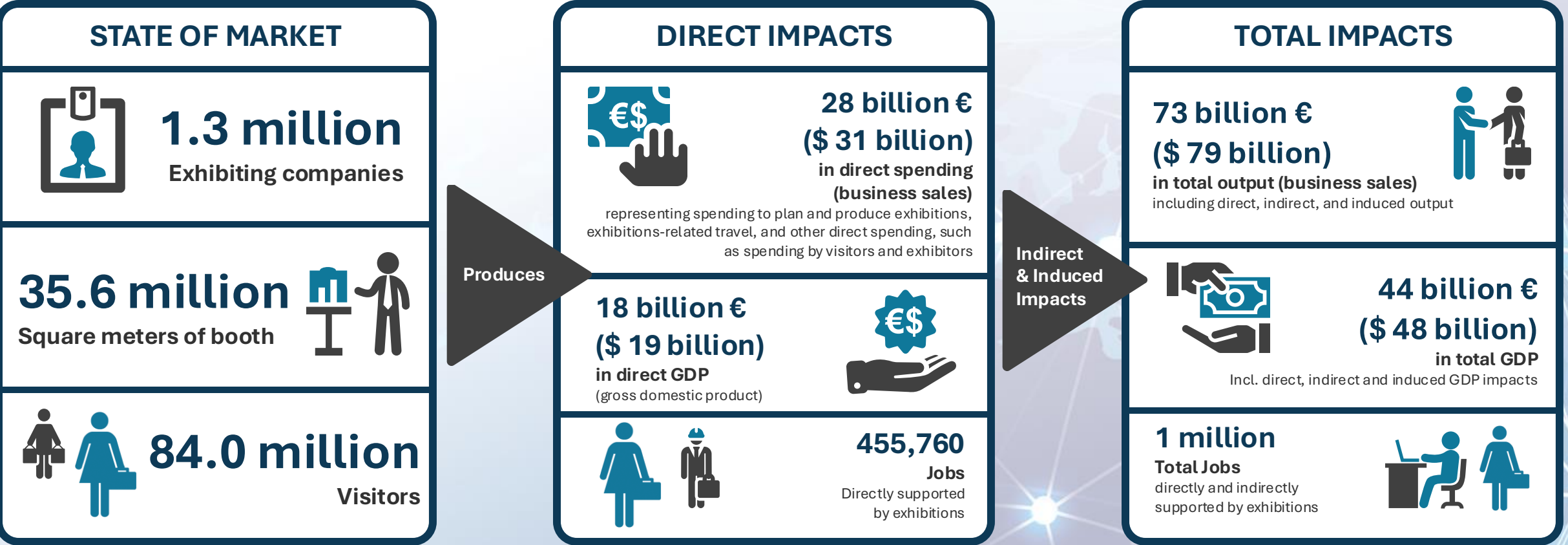
# Global Economic Impact of Exhibitions (2024): Africa

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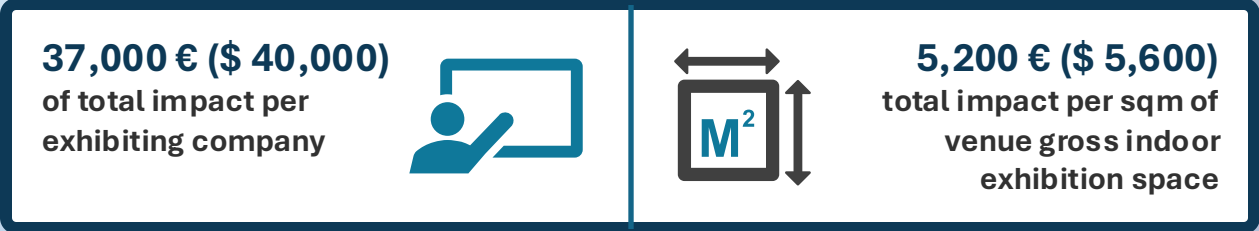
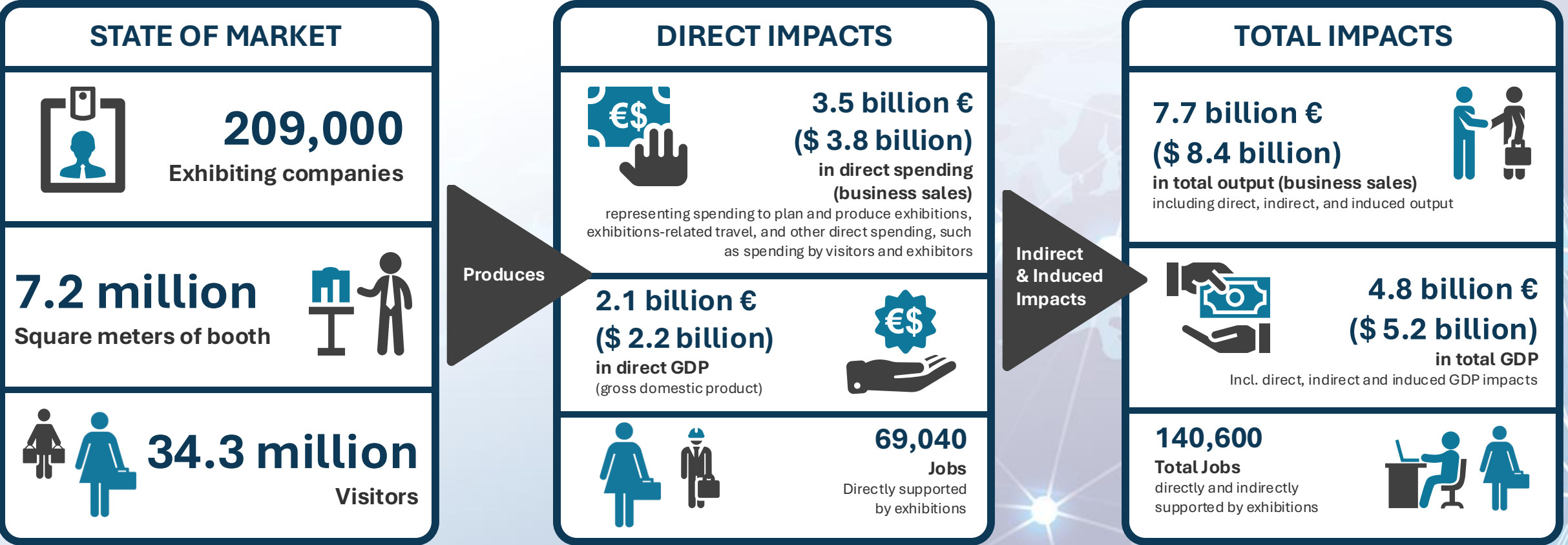
# Global Economic Impact of Exhibitions (2024): Asia/Pacific

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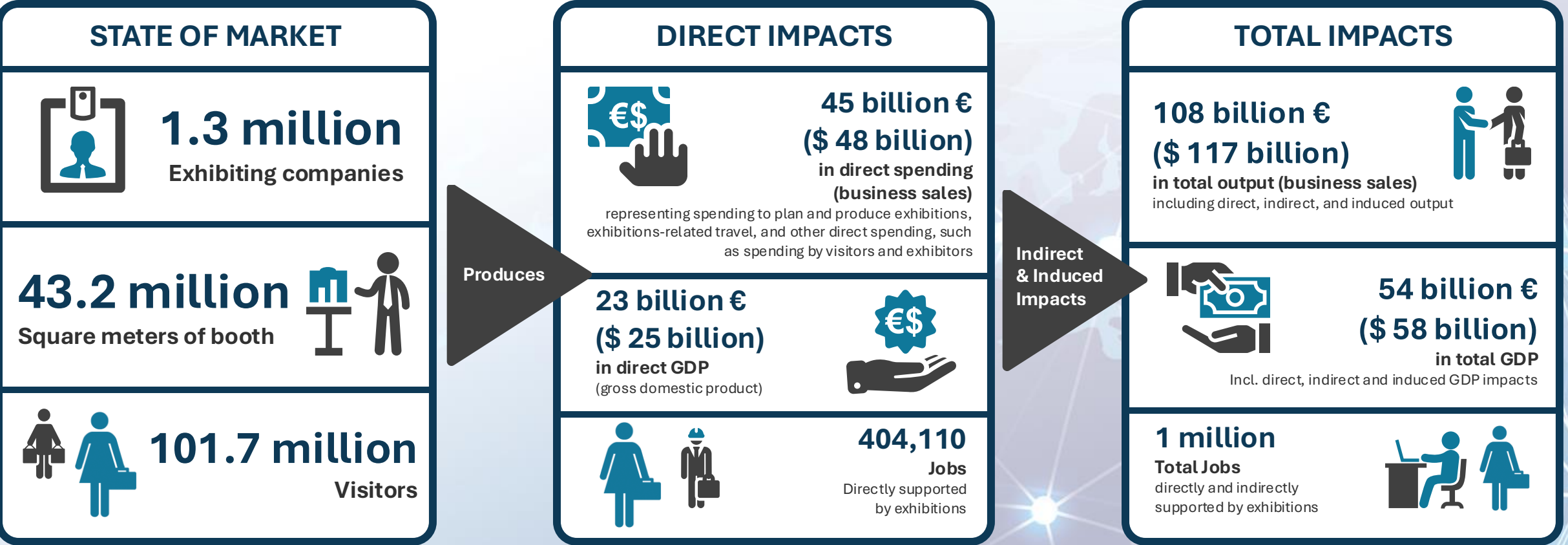
# Global Economic Impact of Exhibitions (2024): Central & South America

Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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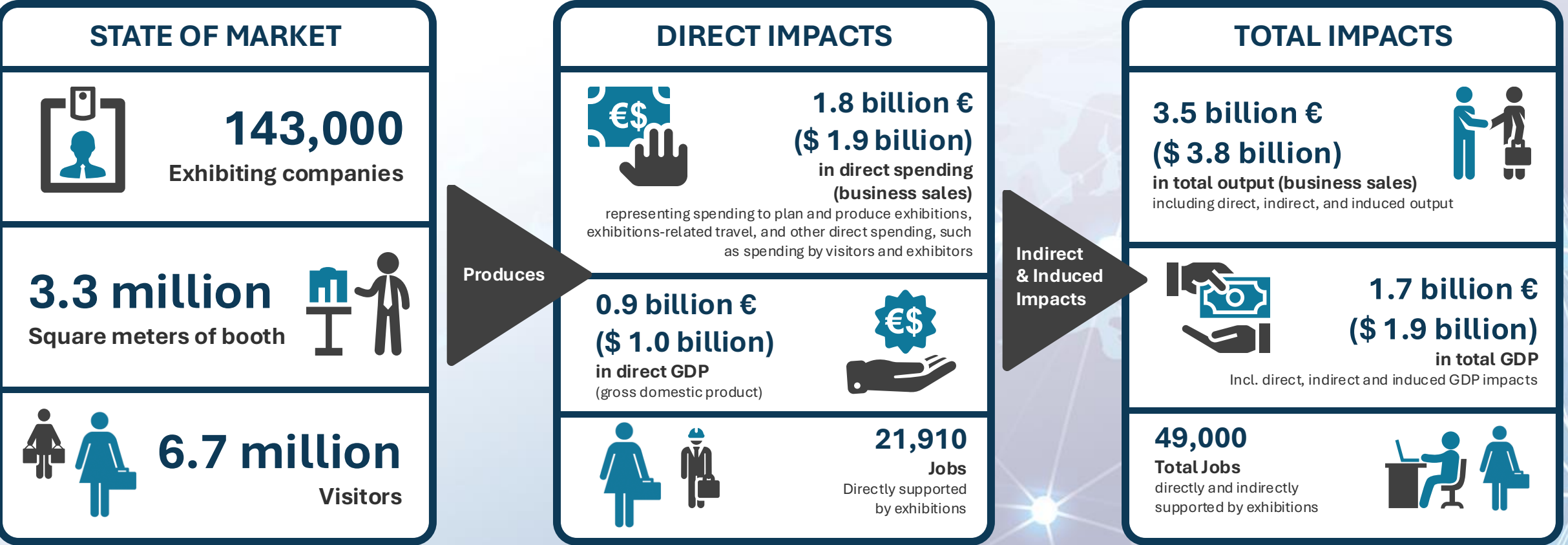
# Global Economic Impact of Exhibitions (2024): Europe

Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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# Global Economic Impact of Exhibitions (2024): Middle East

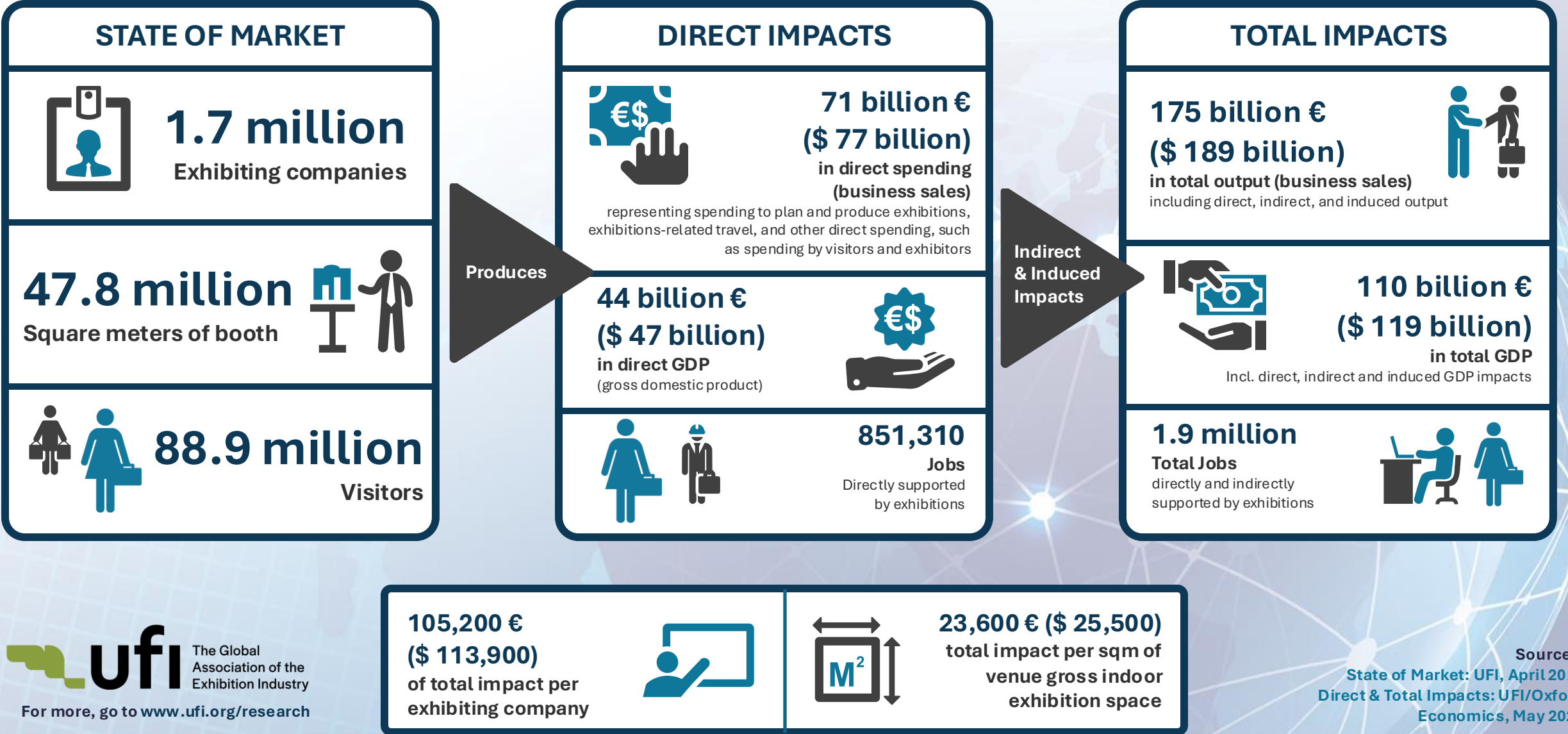
Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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# Global Economic Impact of Exhibitions (2024): North America

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