

# Global Exhibition Industry Statistics

January 2026

# UFI Knowledge Hub: Overview



## Global Barometer

Bi-annual report on industry developments.



## Industry Statistics

Overview of key metrics on the global and regional markets.



## Best Practices

UFI Award-winning case studies showcasing excellence across 6 different categories.



## Topical Reports

Crisis coverage, digital innovation, industry partners, marketing, sustainability.

## World Map of Venues

### Event Statistics

UFI Approved Events and Euro Fair Statistics

### Exhibitors and Visitors Insights

### Economic Impact

Global and national reports



## Member-only Content

Regional market profiles and session recordings from UFI's global events. Members also receive discounts on research reports from selected UFI partners.

## UFI Research Patron

**The Saudi Conventions and Exhibitions General Authority (SCEGA)** seeks to enable the growth of the sector through the continual development of regulation and legislation that govern and organize the ecosystem of the industry in order to attract quality exhibitions and conferences, develop local exhibitions and conferences, promote the competitive advantages of the Kingdom, and leverage the sector's contribution to the national economy.



Available at [www.ufi.org/knowledge-hub](http://www.ufi.org/knowledge-hub)

# Overview

## **1. Key Market Metrics**

- Global and Regional overview (2024)
- Focus on Venue Capacity (2024)
- Focus on Net Space Rented (2019-2024 trends)

## **2. Exhibitor KPIs (2017-2024)**

## **3. Economic Impact (2024)**

# Referenced Reports



**UFI/jwc World Map of Exhibition Venues, December 2025**



**Explori/UFI 2025 Channel Insights, September 2025**



**UFI/Oxford Economics, May 2025**

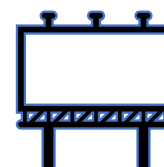
# Global Exhibition Market

Key Metrics (year 2024)



**1,530**  
Venues

host



**32,000**  
Exhibitions

**4.7 million**  
Exhibiting companies



welcome



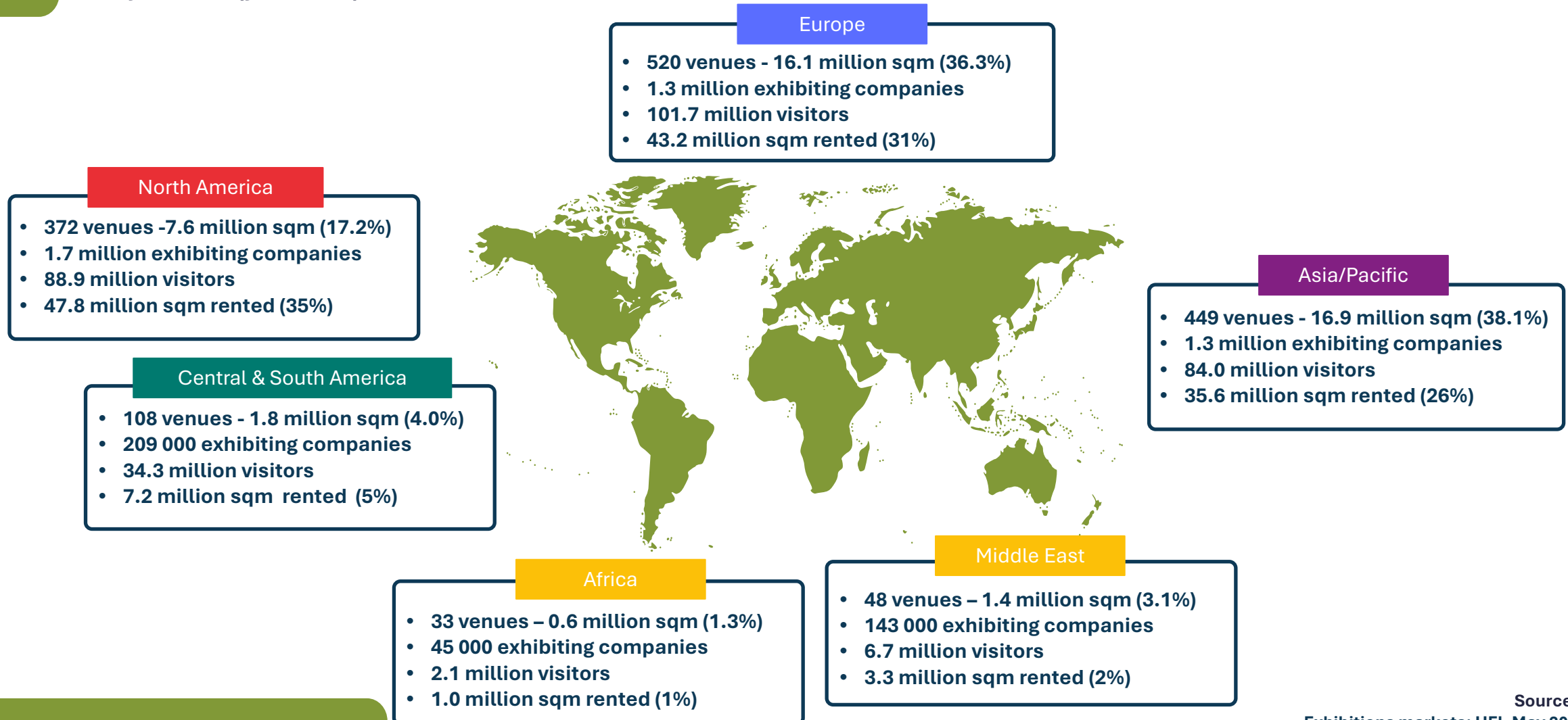
**318 million**  
Visitors



**138 million**  
Square meters of booth

# Regional Exhibition Markets

Key Metrics (year 2024)



# Venue Capacity: Global

Key Metrics (year 2024)

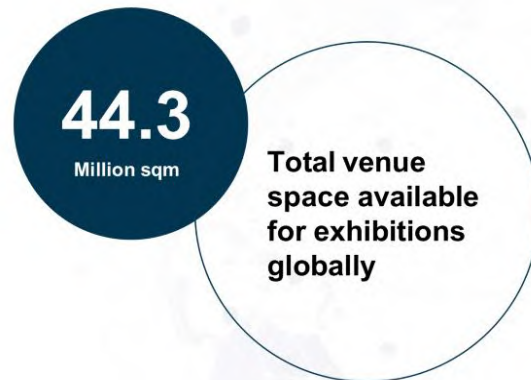
## Main Results

Global Results



The total indoor exhibition space worldwide reaches 44.3 million sqm for the end of the year 2024 and 1,530 venues were identified.

Total venue space available globally



Total number of venues globally



UFI/jwc World Map of Exhibition Venues 2025 - Gross indoor exhibition space, venues over 5,000 sqm, data as of 31/12/2024.

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# Venue Capacity: Regional Overview

Key Metrics (year 2024)

## Main Results

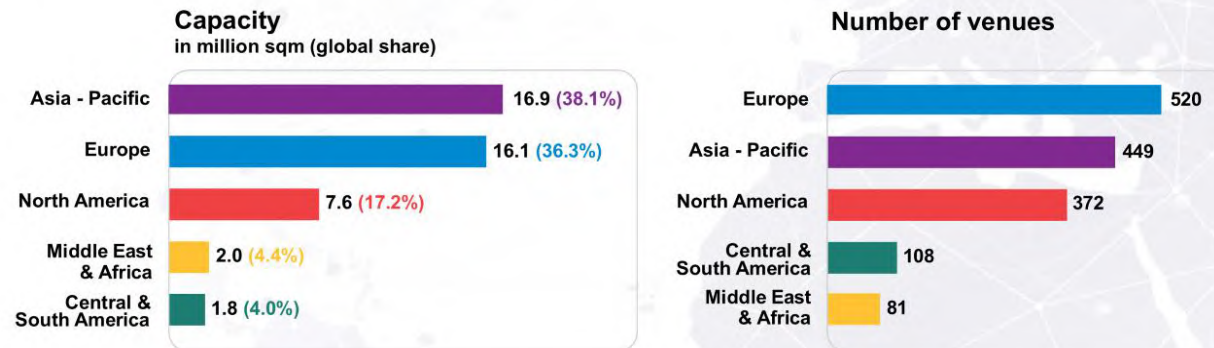
Regional Results



The Asia-Pacific region remains at the top, providing the most exhibition space globally (16.9 million sqm). Europe remains in second place with 16.1 million sqm of total indoor exhibition space.

Regarding the number of venues, Europe remains home to the highest number of venues (520), followed by Asia-Pacific (449) and North America (372) respectively.

### Venues and indoor exhibition space



UFI/jwc World Map of Exhibition Venues 2025 - Gross indoor exhibition space, venues over 5,000 sqm, data as of 31/12/2024.  
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# Number of Venues by Size

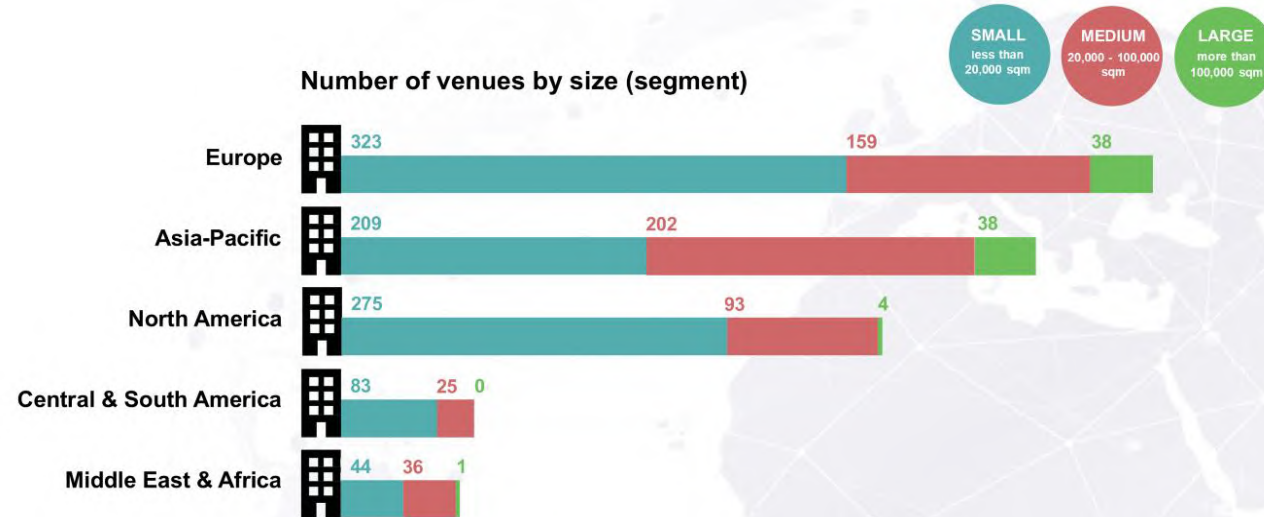
Key Metrics (year 2024)

## Main Results

Indoor exhibition space: size segmentation



For the first time, Europe and Asia-Pacific share the top position in terms of number of large venues.

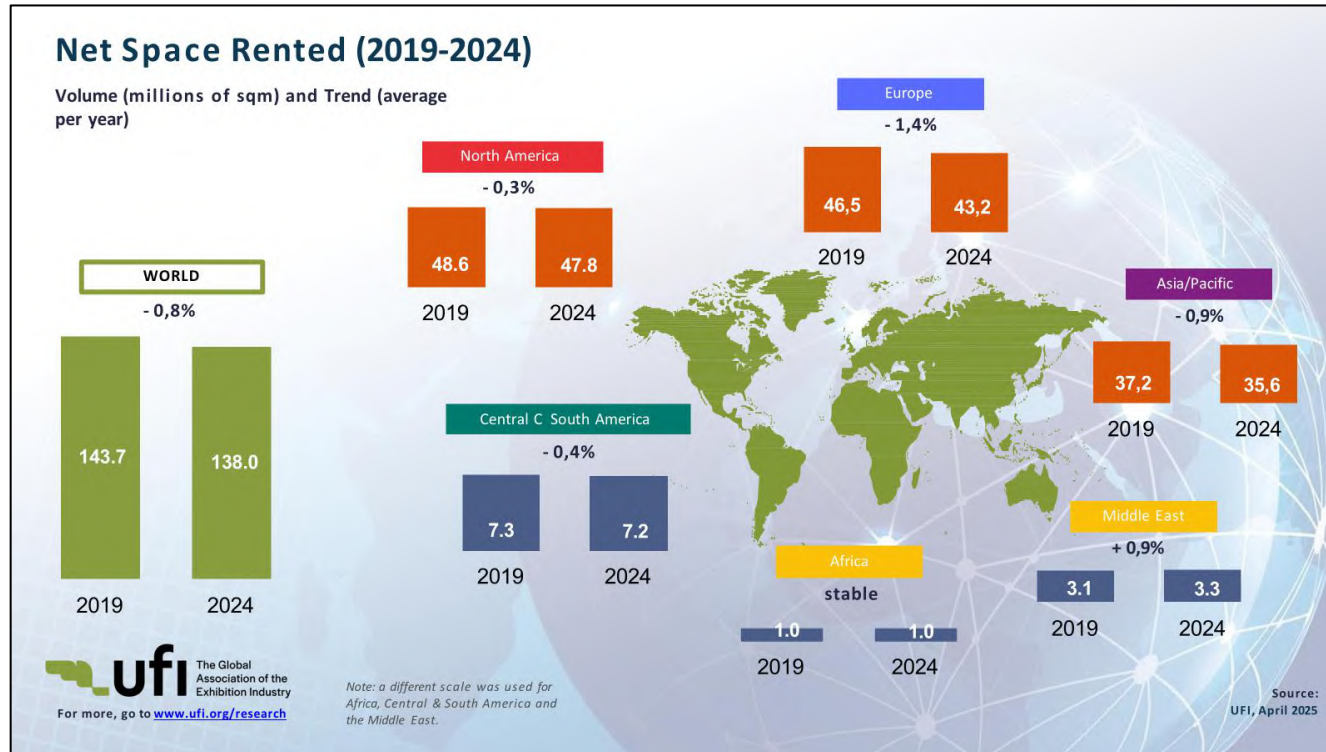


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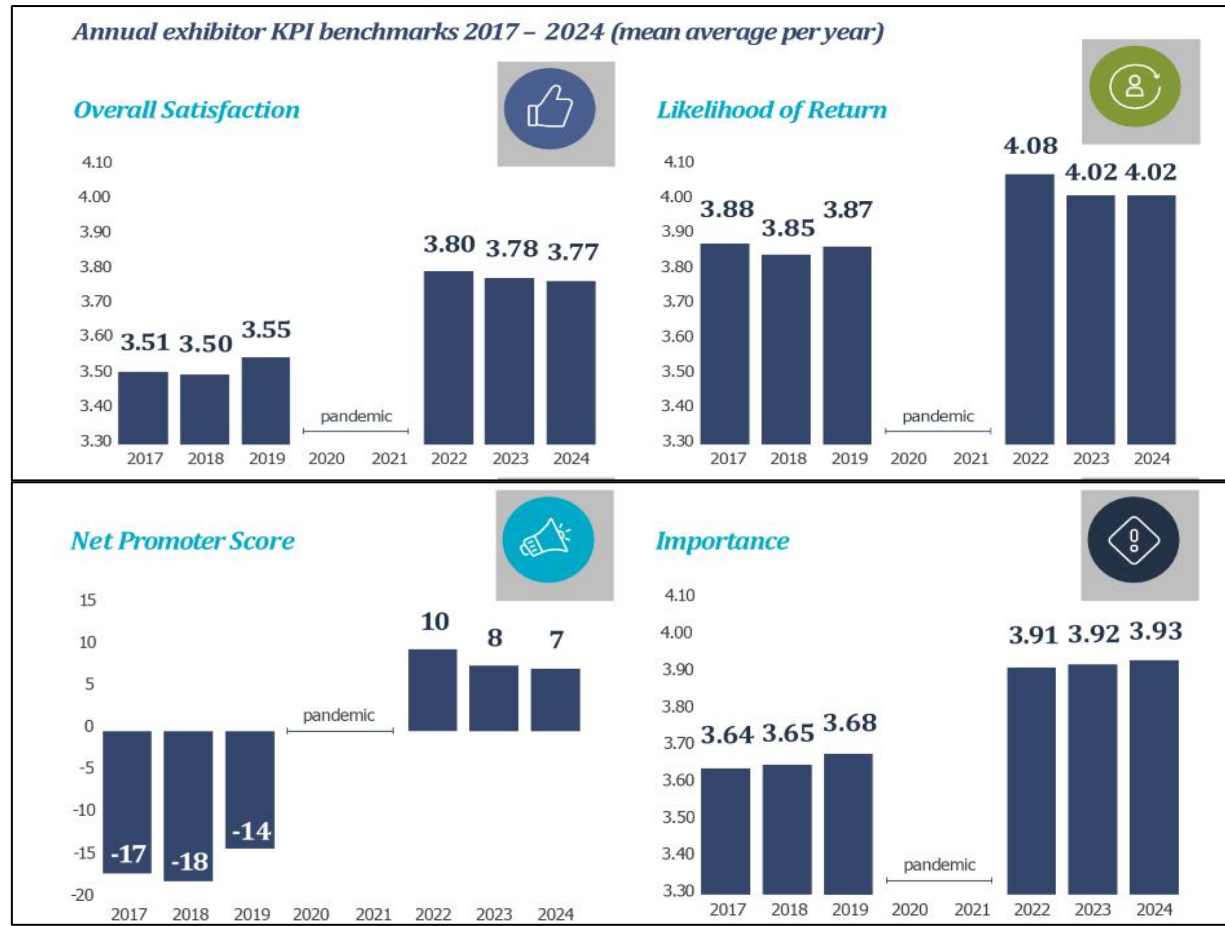
# Rented Space – Global



The total space rented by organisers worldwide in 2024 is estimated to be close to the pre-pandemic level of 2019:

- 138 million sqm compared with 143.7 million sqm
- showing a slight decrease of -0.8% per year on average.

# Annual exhibitor KPI benchmarks 2017 - 2024



When in-person events returned to full strength after the pandemic, **all four metrics enjoyed a significant boost**, with each of the four KPIs up significantly on 2019.

Although 2022 marked a particular high point, **all four metrics have stayed well above pre-pandemic baselines in the years since.**

# In-Person Events' Renewed Value



## *In-person events as a virtual antidote*

All our contributors felt that the pandemic had **re-emphasised** the value of **in-person events**, leading to a surge in satisfaction when colleagues were finally able to return to the trade show floor.

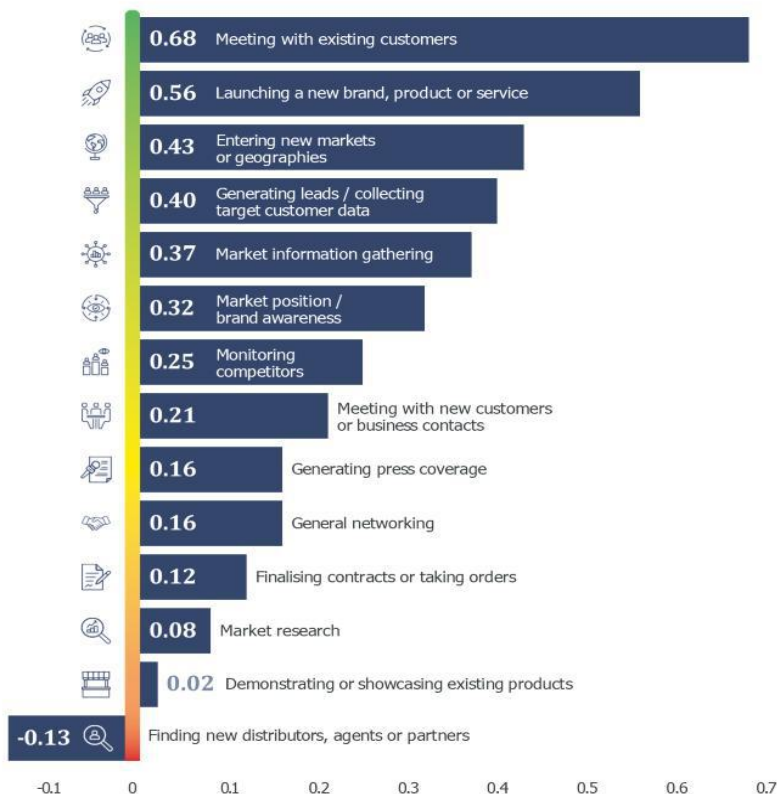
A few years on, many of our contributors suggested that the **longer-term shift** to virtual working practices had triggered a more **fundamental appreciation** for events that brought people together in-person. In particular, **exhibitors** noted how crucial events had become for face-to-face engagement with existing customers.

Some contributors observed that they found the **online world** increasingly difficult to navigate, with 'real' opportunities to connect lost amid high content volume and digital fakes. By contrast, **face-to-face** meetings now feel **more important**, and **more authentic**, than ever

The return to in-person events has strengthened their unique value, as face-to-face engagement is perceived as more important and authentic than ever.

# Post-Pandemic Shift in Exhibitor Goals

*Achievement of exhibitor objectives pre vs post-pandemic*



The chart highlights how the effectiveness of in-person events has evolved since the pandemic.

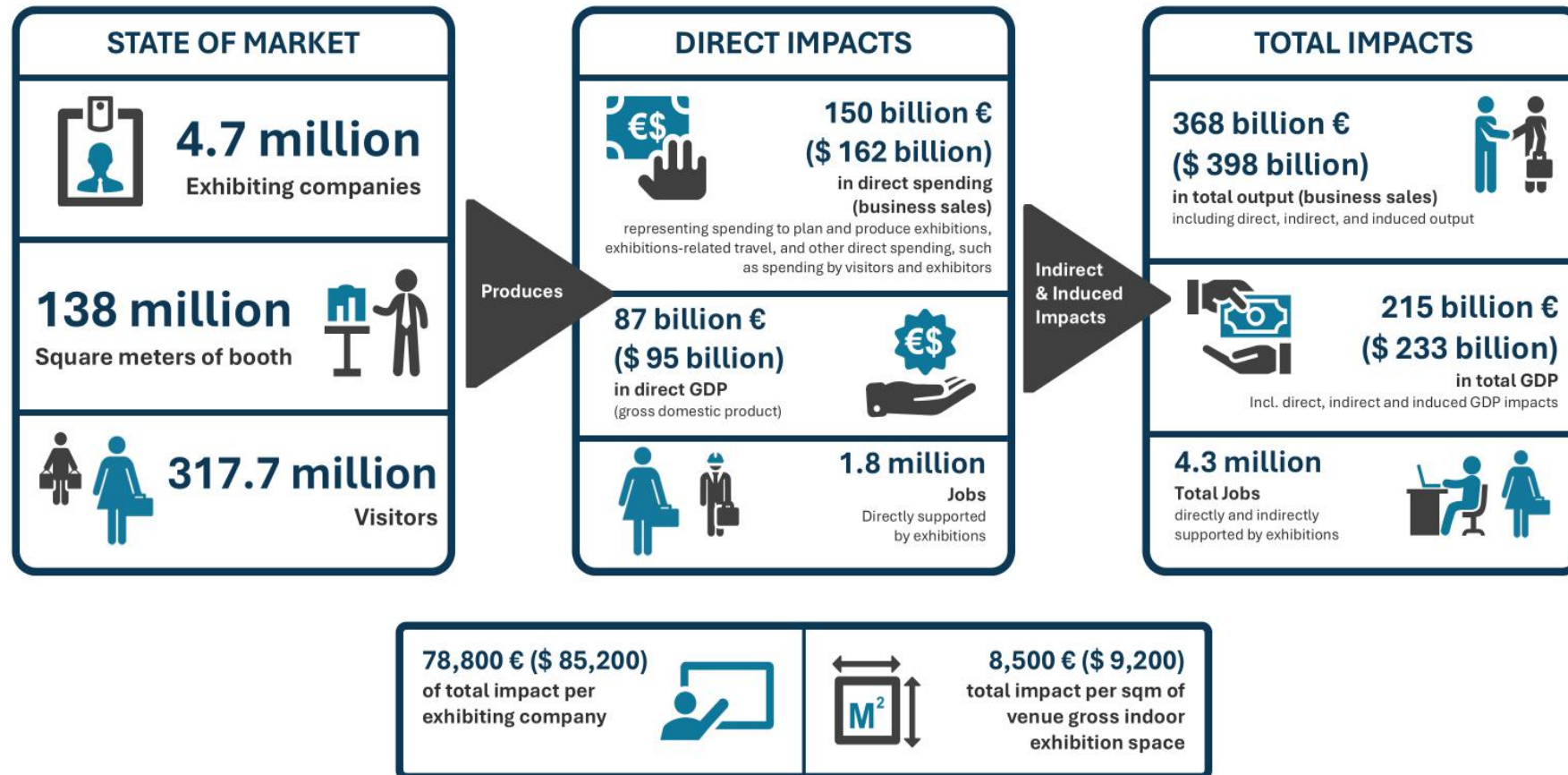
The biggest improvements are seen in **meeting existing customers (+0,68)** and **launching new brands, products, or services (+0,56)**.



# Global Economic Impact of Exhibitions (2024)

## World

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

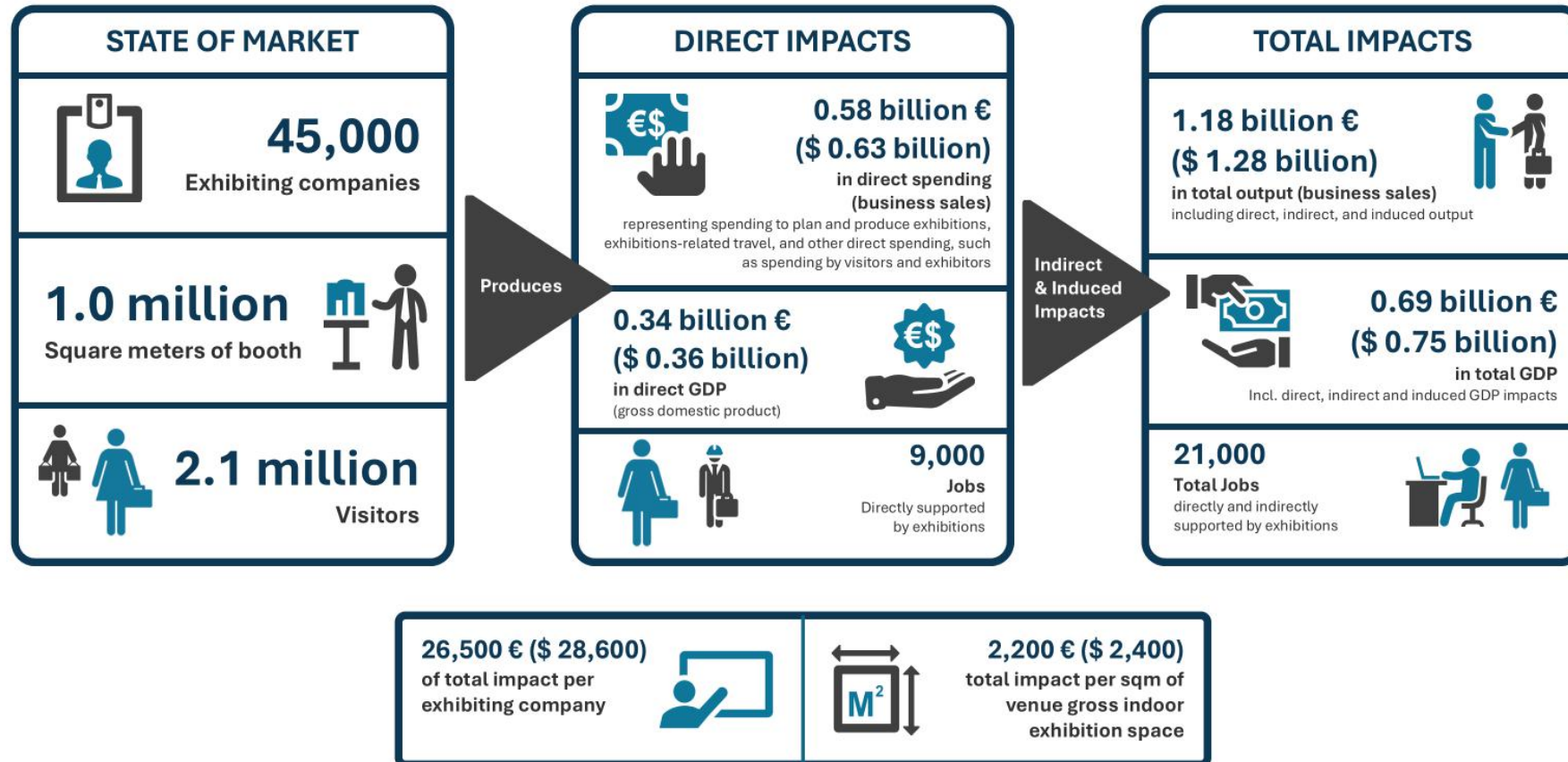




# Global Economic Impact of Exhibitions (2024)

## Africa

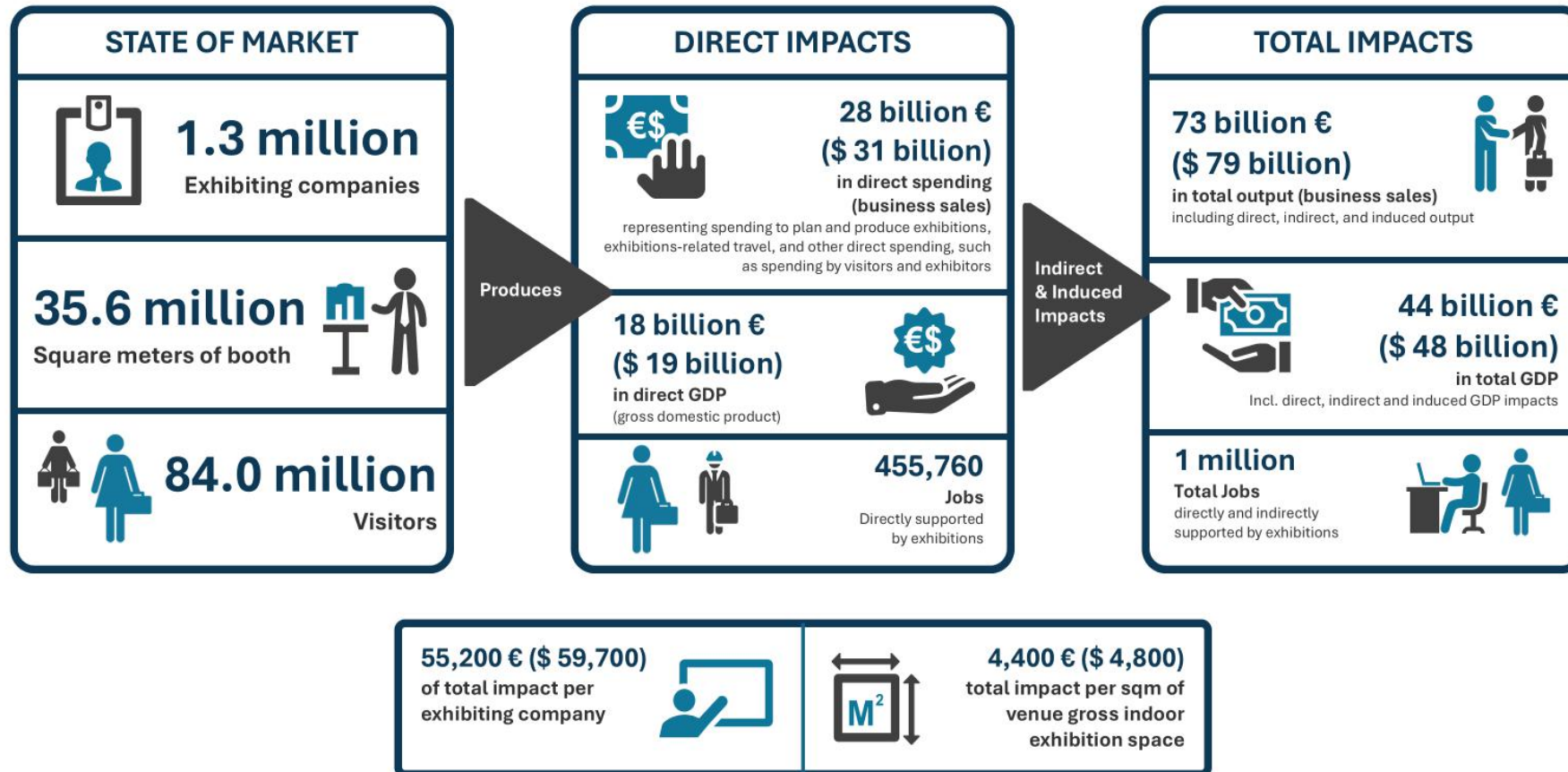
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# Global Economic Impact of Exhibitions (2024)

## Asia-Pacific

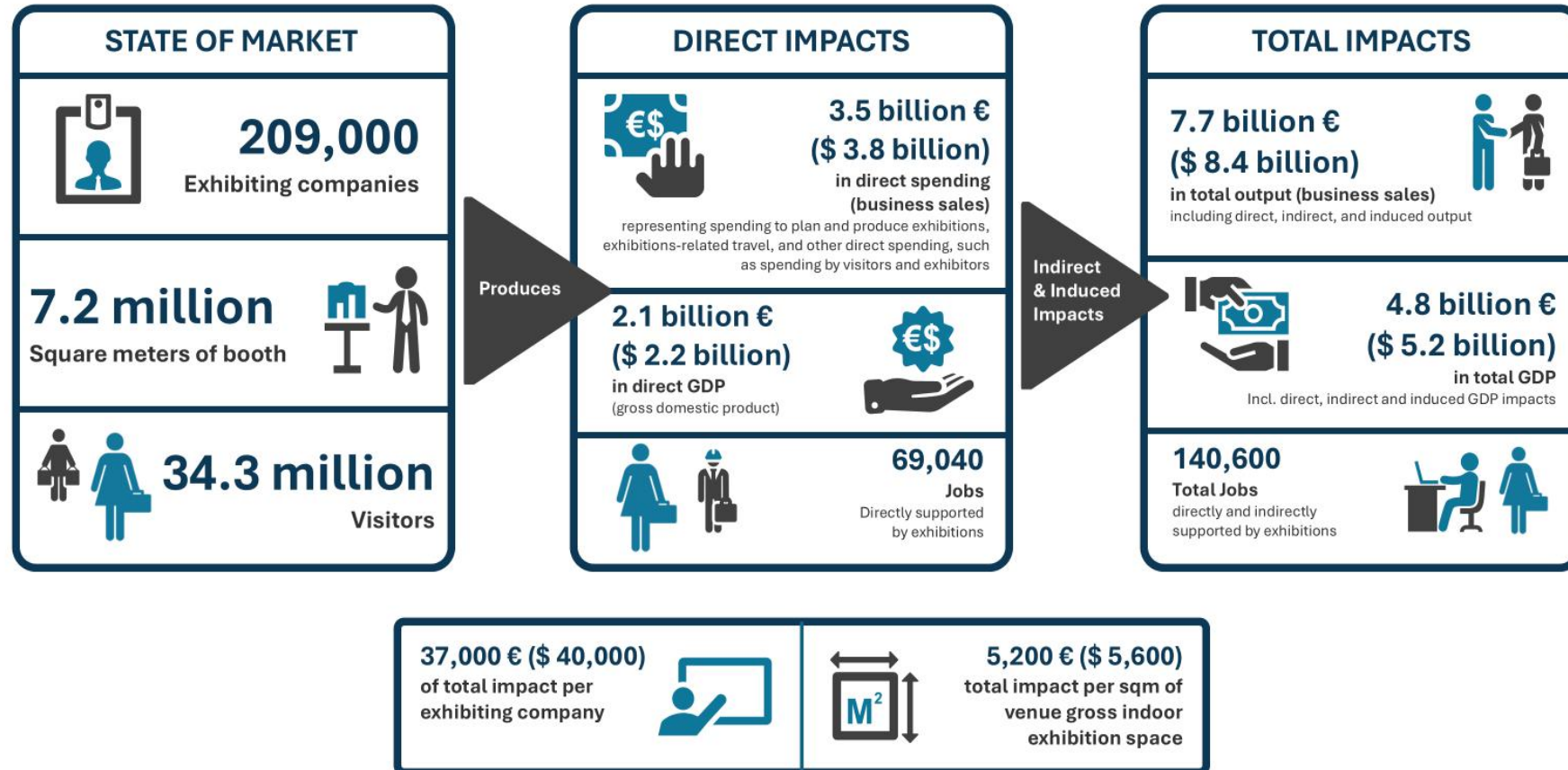
Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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# Global Economic Impact of Exhibitions (2024)

## Central & South America

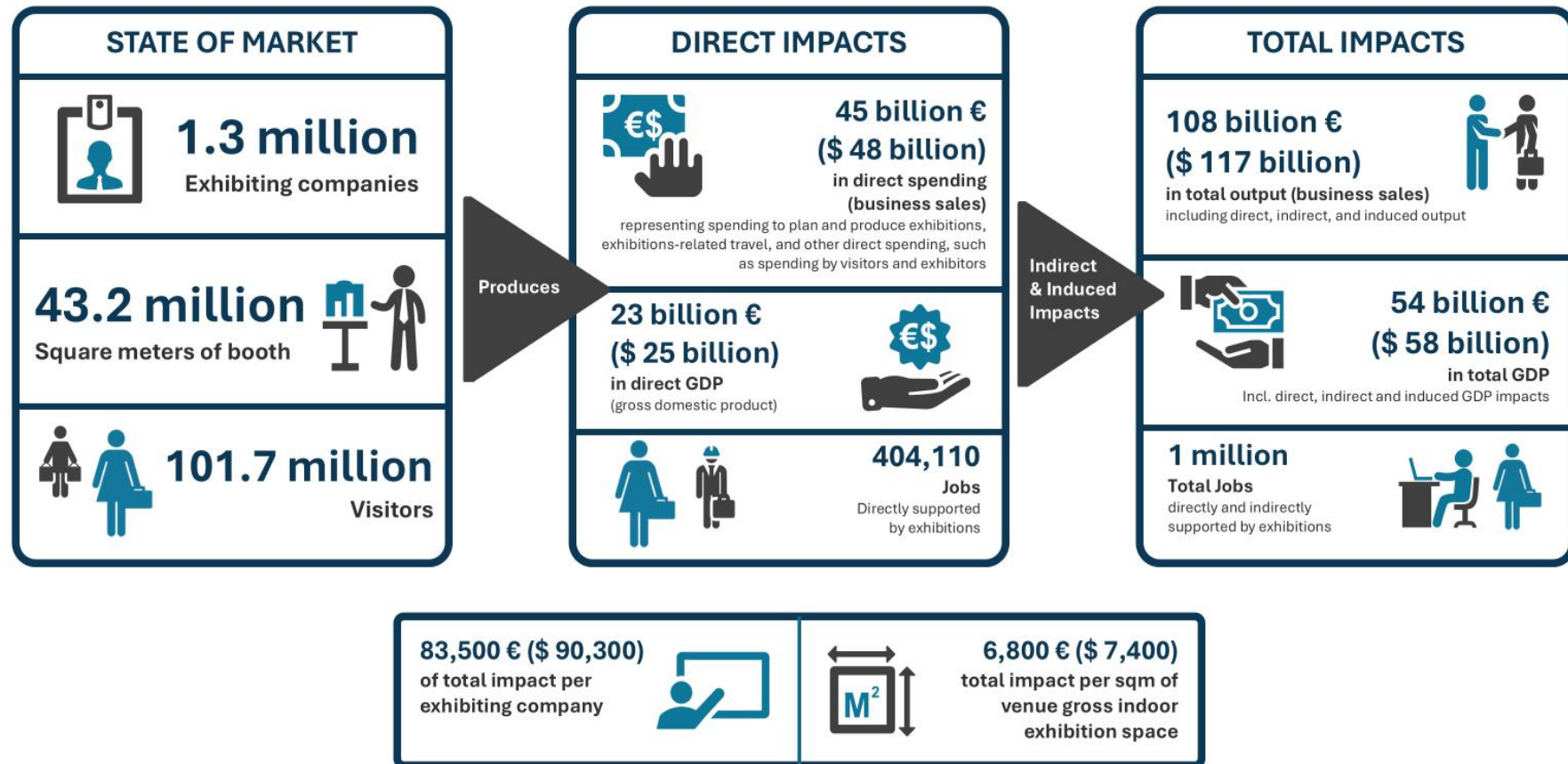
Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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# Global Economic Impact of Exhibitions (2024)

## Europe

Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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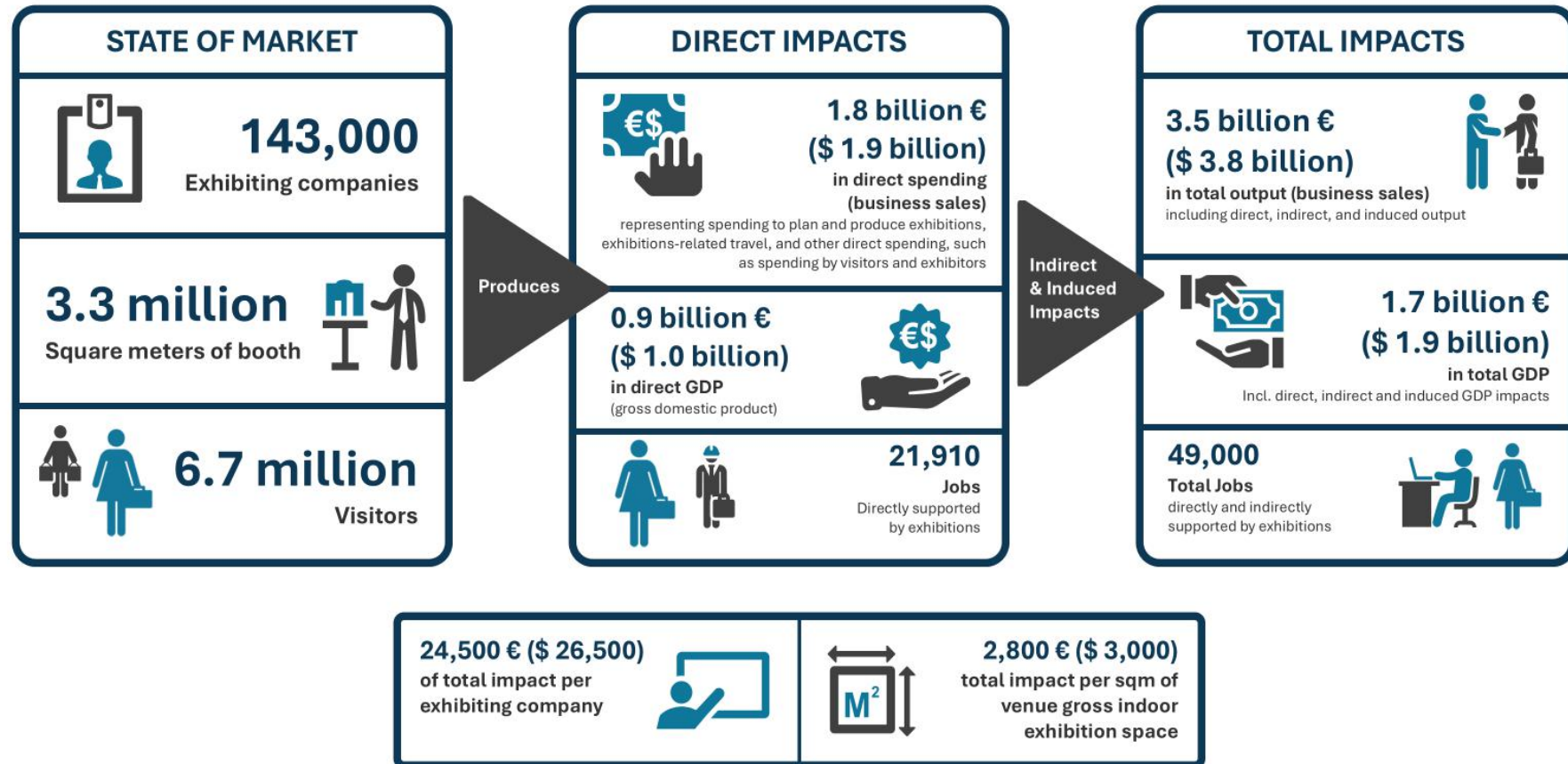




# Global Economic Impact of Exhibitions (2024)

## Middle East

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

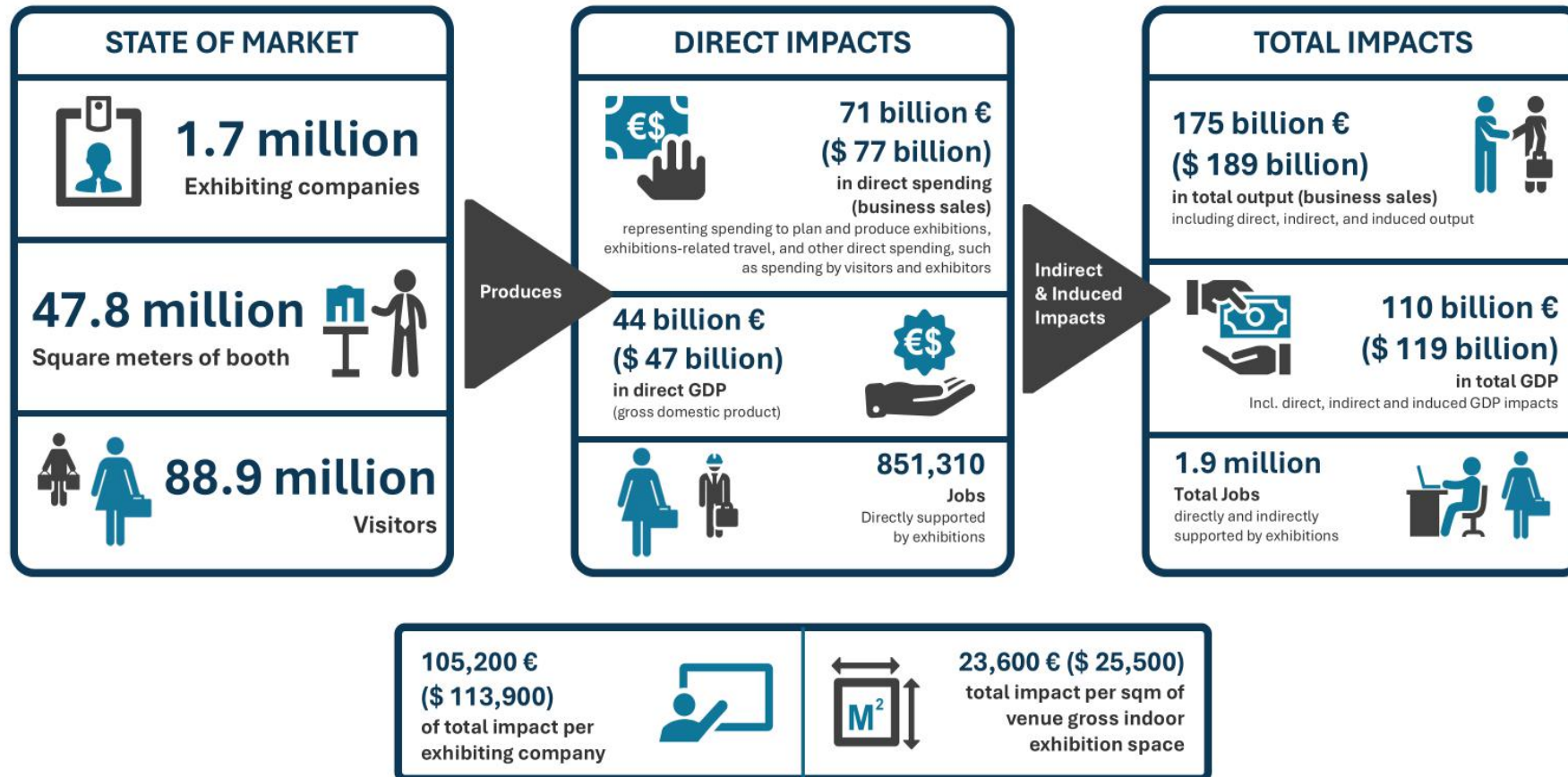




# Global Economic Impact of Exhibitions (2024)

## North America

Based on expenditure to produce exhibitions and other exhibitors and visitors spending  
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## UFI Headquarters / European Office

17, rue Louise Michel  
92300 Levallois-Perret  
France

T: +33 146 397 500  
F: +33 146 397 501  
info@ufi.org

web [www.ufi.org](http://www.ufi.org)  
blog [www.ufilive.org](http://www.ufilive.org)

-  @UFILive
-  [www.facebook.com/ufilive](http://www.facebook.com/ufilive)
-  [www.UFI.tv](http://www.UFI.tv)
-  [www.linkedin.com/company/ufi-association](http://www.linkedin.com/company/ufi-association)

## UFI Asia - Pacific Regional Office

Room 1902, 19/F Singa  
Commercial Centre  
144-151 Connaught Road West  
Hong Kong, China

T: +852 2525 6129  
F: +852 2525 6171  
asia@ufi.org

## UFI Middle East - Africa Regional Office

Info Salons Middle East Office  
Sheikj Zayed Rd  
City Tower 2, Office 2001A  
PO Box 58580  
Dubai  
United Arab Emirates

T: +971 4331 7180  
mea@ufi.org

## UFI Central & South America Regional Office

Corferias, Cra 37 # 24-67  
Auditorium Second Floor  
Bogota, Colombia

T: +571 3445 486  
latam@ufi.org

## UFI North America Regional Office

9 West Street  
Warwick, New York  
USA

T: +1 (845) 545-0653  
North America@ufi.org

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