

Conferencing and Events - UK - July 2019

Report Price: £995.00 | \$1343.55 | €1119.77

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“In 2018, growth in the conferencing and events market remained subdued due to pressure from Brexit-related uncertainty. This is expected to hold the market back until the UK’s future relationship with the EU becomes clear. Nonetheless, the sector’s underlying potential, strategic importance and market diversity indicates a positive future if Brexit is resolved.”

Francesco Salau, B2B Analyst

This report looks at the following areas:

- **Brexit is having an uneven effect on the sector**
- **Digital technology is now instrumental to growth**

The conferencing and events market was hindered by economic uncertainty in 2018, which led to stalling growth in business-focused segments. However, this setback was countered by an ongoing shift in consumer behaviour, as more people begin to value experiences over material goods.

This shift helped to maintain growth in the sports events and music events sectors, despite slower economic growth and Brexit-related uncertainty weighing down both business and consumer confidence. For consumers, increased wage growth in the second half of the year negated some of these concerns.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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