

# Business-to-business

Key insights at a glance

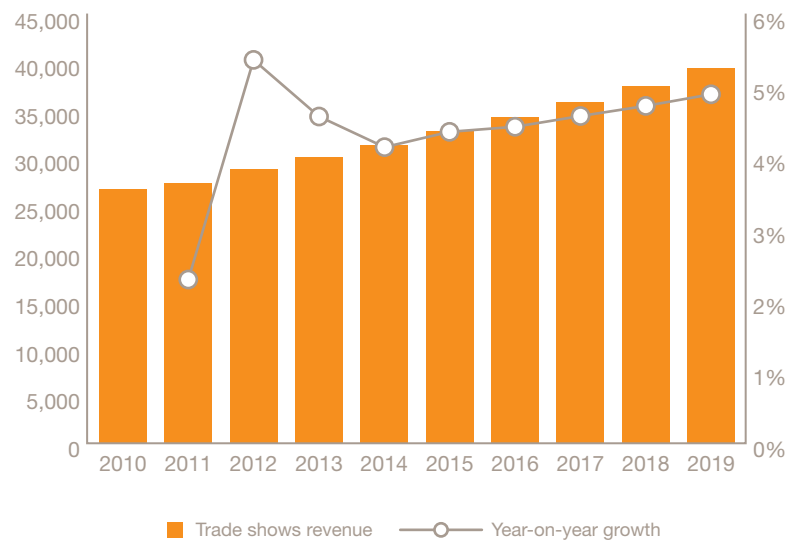


# 5

*Trade shows will strengthen their position as the second-largest contributor to total B2B revenue. The continued demand for face-to-face interaction, debate and networking will see overall attendance at trade shows expand strongly. Widespread investment in expanding venue capacity will push global trade shows revenue to US\$39.99bn by 2019, up from US\$31.83bn in 2014 at a 4.7% CAGR.*

**Fig. 5: Trade shows revenue sees strong and steady growth**

Global trade shows revenue (US\$m) and year-on-year growth (%), 2010–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

*Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019*

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