

Sector Globex.

Fashion and textiles

Analysis of the global exhibitions market

Overview and coverage

November 2015

Sector Globex is an invaluable 50 plus page report featuring 20 exhibits that support the strategic planning process of organisers in high growth and / or fast moving tradeshow sectors

Each report provides a global outlook on the underlying market dynamics of a sector and their impact on show performance and visitor behaviour whilst identifying industry challenges and detailing opportunities for growth

The report looks at the increased influence of emerging markets and the performance of mature markets, whilst providing benchmark data to international organisers

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Underlying market dynamics

- Main trends and developments by region and product segment
- The role of exhibitors and visitors on the value chain
- Evolution of buying cycles and their impact on exhibitions

Emerging and mature market analysis

- Sector sales by volume (sqm) and yield development
- Historic and forecast growth to 2017
- Size of exhibitor and visitor universe by segment and consolidation trends

Exhibitor landscape

- Profile of top 20 exhibitions worldwide by market share, industry coverage, KPIs (size, exhibitor and visitor numbers), recent strategic initiatives and growth
- Benchmark of the five largest global organisers in the sector by market share, international presence, number of shows, sqm sold, recent portfolio developments and strategies for growth
- Challengers in the sectors and their positioning
- Untapped opportunities for growth

Supports strategic decision planning

- What are the exciting sectors / segments / geographies?
- Where is growth coming from? What are the drivers?
- What are the structural trends in the market?
- How do developments in the underlying market affect exhibitions?
- Which are the top exhibitions worldwide and how have they been performing?
- What is the competitive positioning of organisers?
- Have there been any major new launches / acquisitions / closures

Coverage

Markets covered

Mature	US
	UK
	Germany
	France
	Italy
	Hong Kong
Emerging	China
	Brazil
	India
	Russia
	Mexico
	Gulf Cooperation Council (GCC)

Regional splits

Regions	North America
	Europe
	APAC
	South America
	Rest of the world

Products in scope

Product groups ¹	Textiles and other supplies
	Womenswear
	Accessories
	Menswear
	Childrenswear

To purchase

Sector Globex is available to purchase online through [MyGlobex](#). You will simply need to sign-in, and once purchased you can download the report automatically. The report will be securely saved in your account

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About AMR International

With a track record of over 25 years, AMR International is the trusted advisor to the exhibitions industry. In addition to group strategy, AMR supports top exhibitions organisers with show launch reviews, market entry strategy and operational improvements, with a particular focus on value-based pricing and organisational alignment. AMR is a regular advisor to global investors providing strategic M&A support and driving growth in mature and emerging markets

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