

MICE Market Size & Share Analysis - Growth Trends and Forecast (2025 - 2030)

> ****Industry:**** MICE, Events & Business Travel (Hospitality & Tourism)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/mice-market>

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Executive Market Summary

Market Metric	Details
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Base Market Size	USD 0.92 trillion
Projected Forecast (2031)	USD 0.92 trillion
Growth Rate (CAGR)	7.82 %
Largest Market Region	Home
Fastest-Growing Region	Home

Market Visualizations & Infographics

![MICE Market (2025 - 2030)](images/chart_1.png)

Comprehensive Research Analysis

Market Overview

MICE Market Analysis by Mordor IntelligenceThe MICE Market size is estimated at USD 0.92 trillion in 2025, and is expected to reach USD 1.30 trillion by 2030, at a CAGR of 7.82% during the forecast period (2025-2030).

Key Market Trends

Global MICE Market Trends and InsightsDrivers Impact Analysis

Scope Of The Report

Global MICE Market Report ScopeMICE travel, a segment of the broader travel and tourism market, focuses on business-oriented activities such as meetings, incentives, conferences, and exhibitions. By bringing together leading professionals from diverse industries in customized hospitality settings, Mice is witnessing a surge, bolstered by an increasing number of global companies entering the Mice services arena. Mice Market is Segmented into Event Type and Geography. By Event Type, the market is segmented into Meetings, Incentives, Conferences, and Exhibitions, and by Geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle East & Africa. The Report Offers the Market Size in Value Terms in USD for all the Above-Mentioned Segments.

Frequently Asked Questions

What is the current size of the MICE market?

The MICE market is valued at USD 924.53 billion in 2025 and is forecast to reach USD 1,347.16 billion by 2030.

Which region leads the MICE market today?

Europe leads with 52.36% revenue share in 2024, supported by extensive rail networks, modern venues, and strong regulatory stability.

What segment is growing fastest within the MICE market?

Exhibitions are posting the highest 9.07% CAGR through 2030 as trade shows rebound

nd and expand into emerging economies.

How are sustainability goals influencing event planning?

Corporate carbon budgets favour rail-accessible destinations and hybrid formats, while airlines apply sustainable-fuel surcharges that raise long-haul costs.

Which service category is seeing the most rapid growth?

Event Technology services are expanding at a 10.22% CAGR as planners adopt AI-powered platforms for sourcing, design, and attendee analytics.

Who are the major players in the MICE industry?

Key global providers include CWT Meetings & Events, BCD Meetings & Events, Maritz Global Events, Reed Exhibitions, and GL Events, each leveraging technology and scale to serve multinational clients.