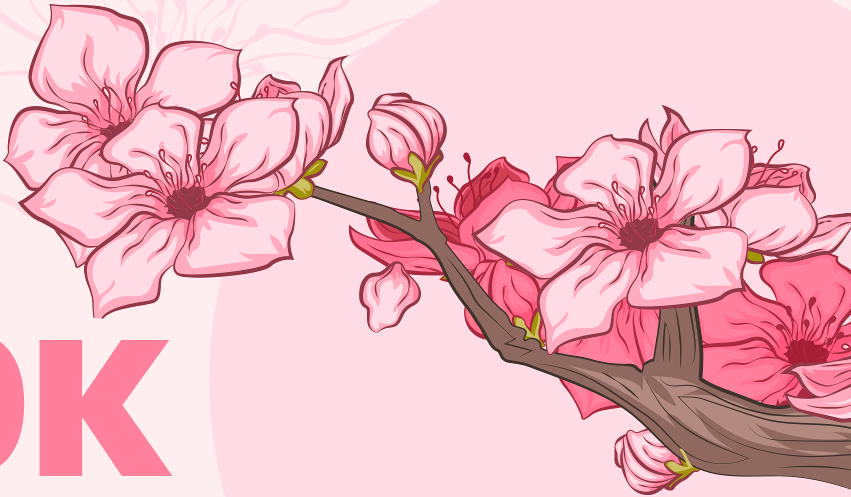
THE ART MARKET UNDER 50K



A presentation on the Art Market Report and how its findings highlight the evolving role of Affordable Art Fair (AAF) within today’s contemporary art landscape.

AGENDA

01 REPORT FINDINGS

An overview of the Art Market Report.

02 CONNECTIONS TO AAF

Its relevance to Affordable Art Fair's practices.

03 CONNECTIONS TO GALLERIES

Past comparisons from Gallery Visits & more.

04 MY TAKEAWAY(S)

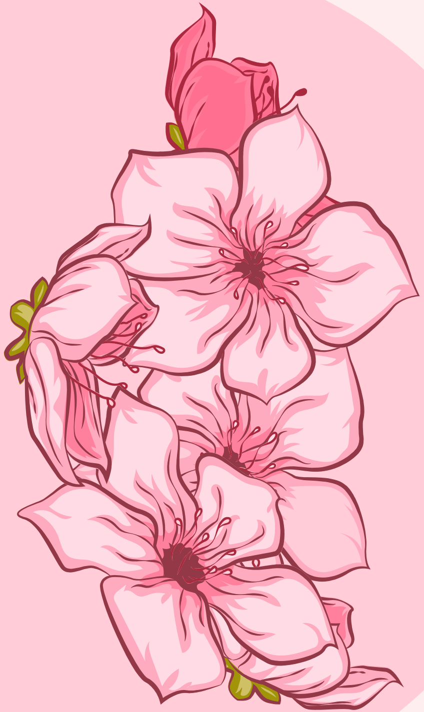
What can be concluded from my perspective.

What is the Art Market Report about?

- Galleries, artists, collectors, and industry stakeholders.
- Addressing key questions surrounding the art market.
- Emphasising future areas of growth within the art market.

Why is this important?

- To understand the future of art collecting.
- To understand how we can accommodate new buyer groups.
- To understand the importance of art fairs, galleries and the under 50K market.



What do galleries say regarding the Under 50K Art Market segment?

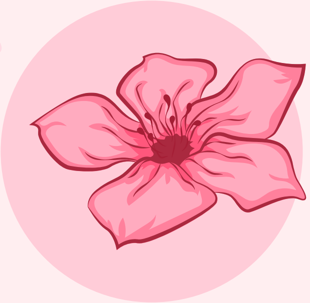
Galleries anticipate strong growth in this segment of the art market, with **69%** expecting increased growth in 2026.

“Many galleries remain confident in the continued growth of the industry, motivating them to keep pushing forward and expanding their efforts.”

01 REPORT FINDINGS

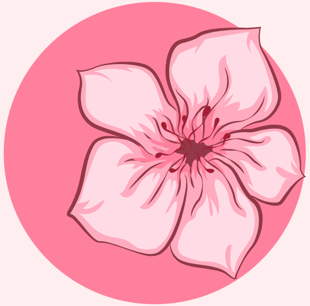
An overview of the Art Market Report.

Collector Trends



ART FAIRS ARE CRUCIAL

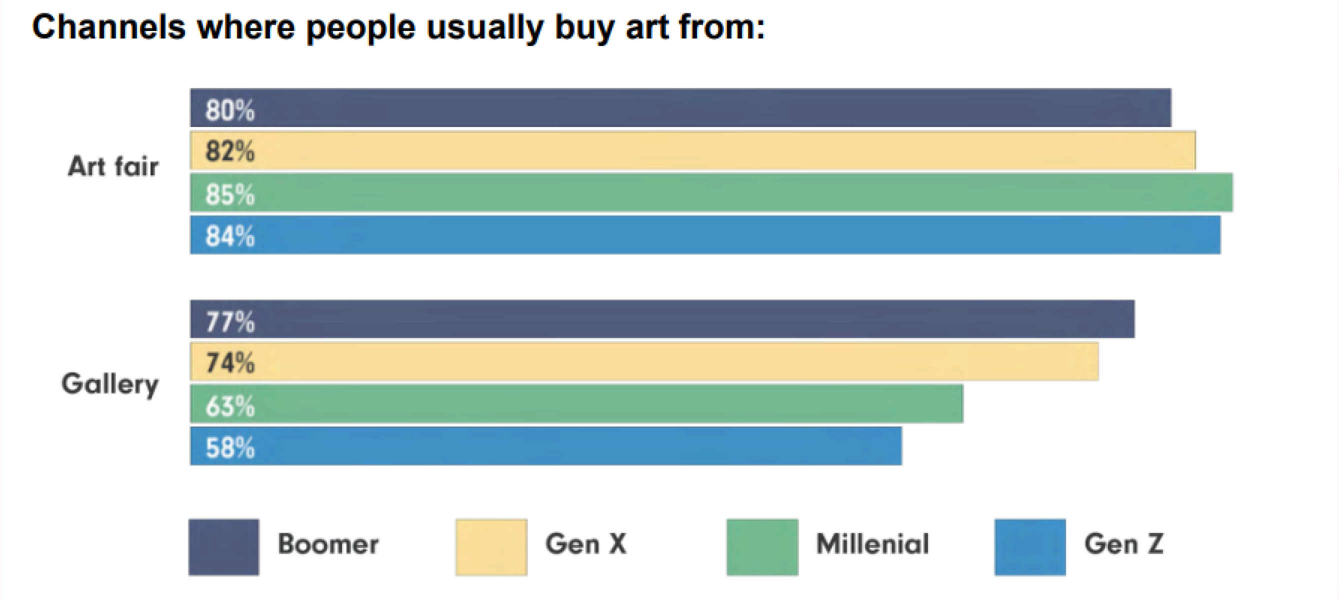
- **86%** of collectors find art at fairs
- **69%** through art galleries (on-site)



SUPPORTING ARTISTS

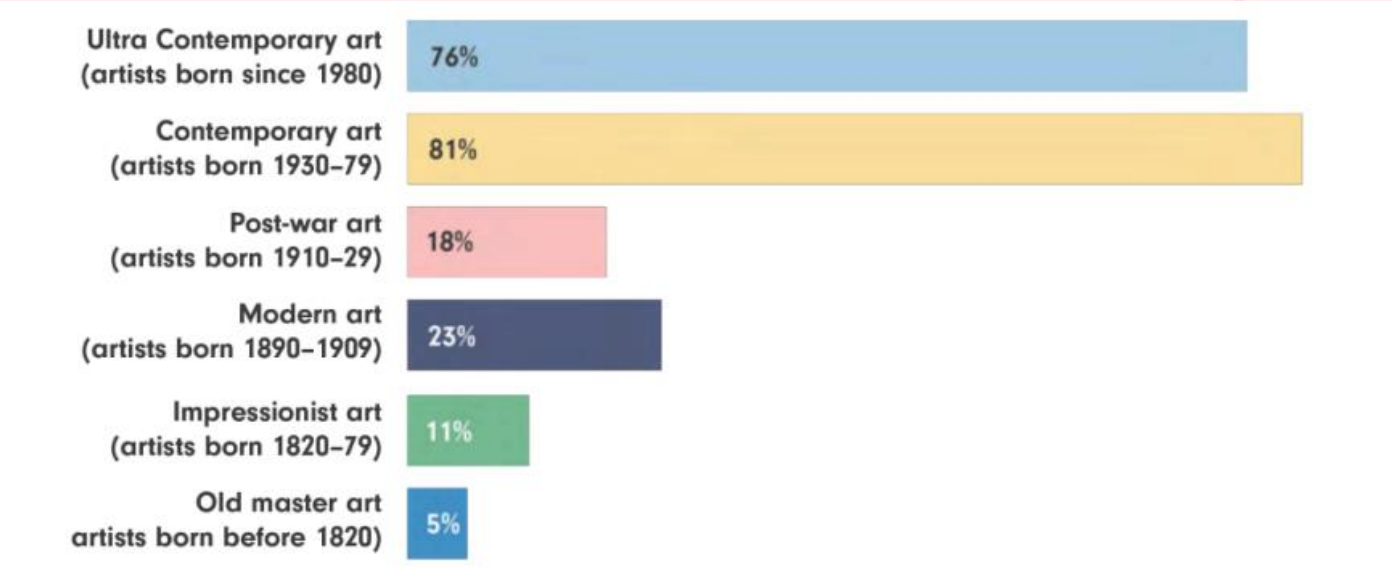
- **57%** of Millennials & **55%** of Gen Zs purchase art to support artists.

ART SALES CHANNELS



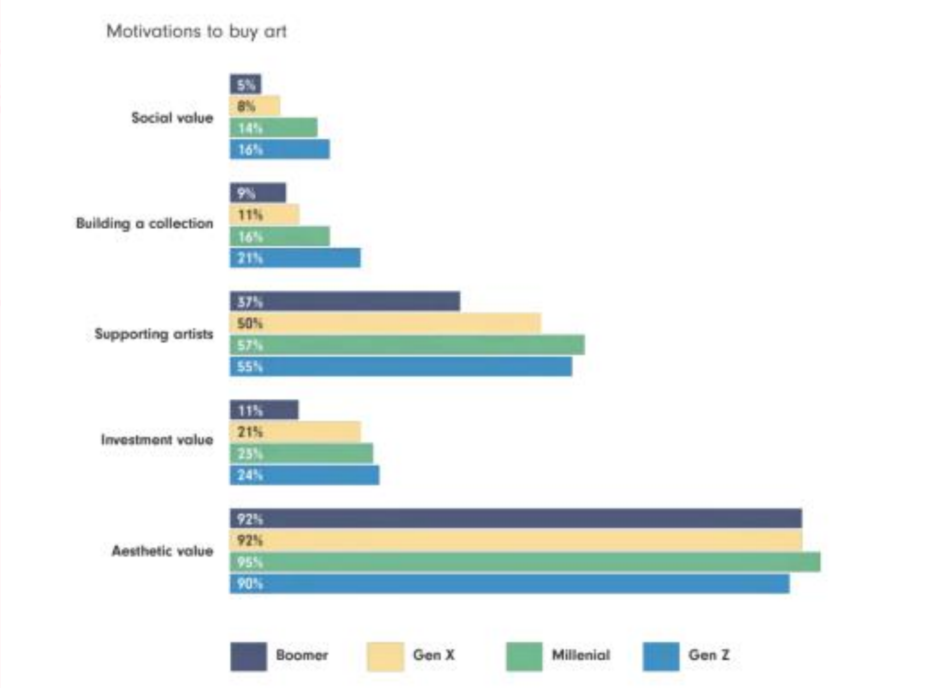
- This reinforces their role as spaces where confidence, context, and relationships are established over time.

BUYER INTEREST *(GENRE OF ARTWORK)*



- This shows the market's strong demand for ultra-contemporary and contemporary works, as both new and established collectors increasingly gravitate toward living or recently active artists.

ART COLLECTING HABITS



- Regardless of age or spending intensity, collecting begins with emotional and visual resonance.
- Collectors are buying art not just for decoration, but because it offers a break from digital noise.
- For younger collectors, buying art is not only about what they acquire, but about the impact their purchase has on sustaining an artist’s practice.

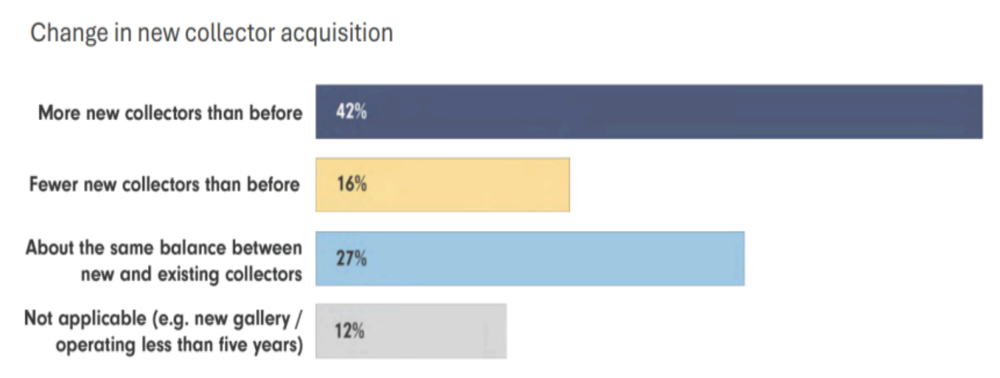
GALLERY TRENDS

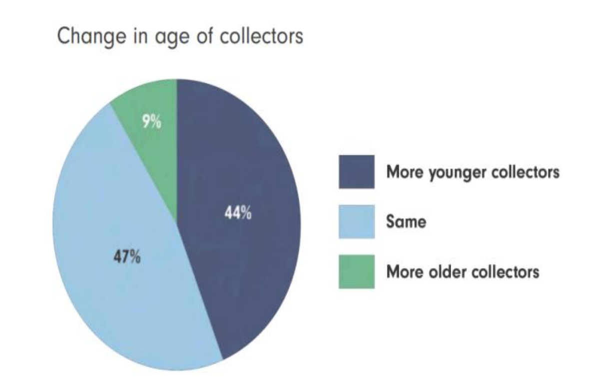
Nearly **64%** of galleries generate less than $250,000 in annual revenue and 41% operate below $100,000.

85% of galleries cited art fairs as a major sales channel, alongside exhibitions and an expanding digital presence.

Many galleries **(43%)** oversee that the collector base is growing, particularly younger buyers and most of them are based in the same country.

CHANGING COLLECTOR BASE





- 43% of galleries report an increase in first-time or new collectors.
- 44% also see growth in younger buyers, indicating a clear generational shift.

This shows that the gallery market is undergoing a gradual evolution, driven by younger and newer collectors entering the market.

GALLERIES' EFFORTS IN ACCOMMODATING THE NEW COLLECTOR BASE

53%

PROVIDING ENTRY LEVEL PRICED ARTWORKS

Acts as a key entry point for new buyers and a bridge for future long-term collectors.

75%

EMPHASIS ON SOCIAL MEDIA & DIGITAL MARKETING

Galleries rely on this to reach younger audiences, making visibility the top priority.

52%

COLLABORATION WITH EMERGING ARTISTS

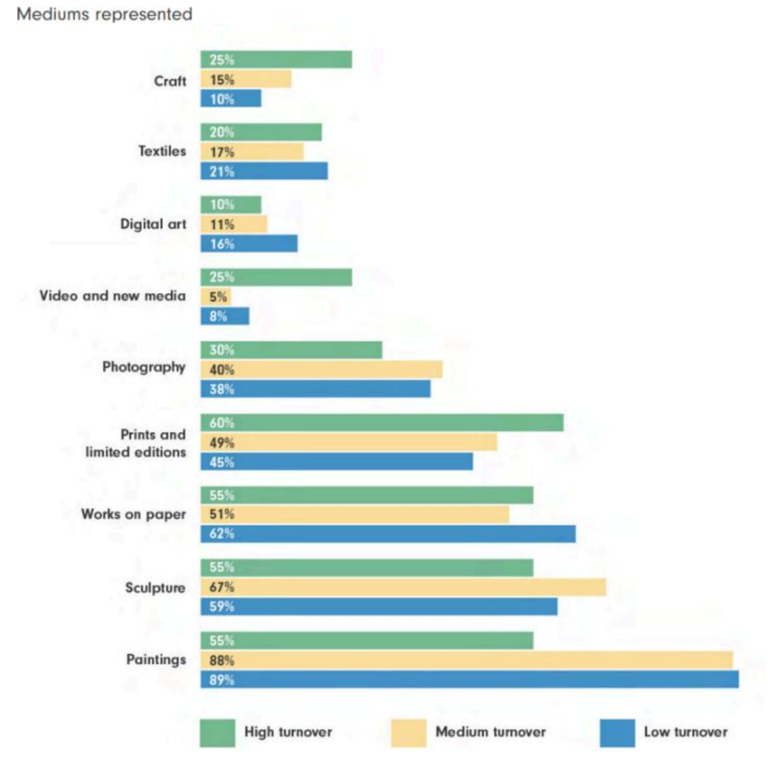
To help artists connect with younger buyers through shared interests.

52%

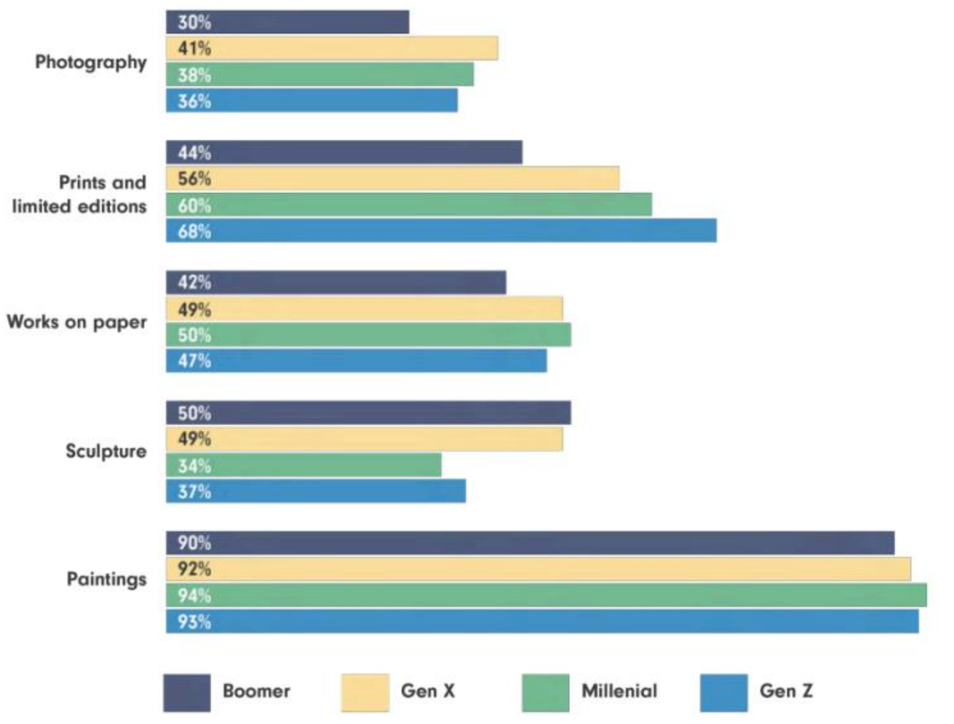
ESTABLISHING CLEAR, UPFRONT PRICING

This reduces uncertainty and make purchasing easier for new collectors.

GALLERY MEDIUM REPRESENTATION

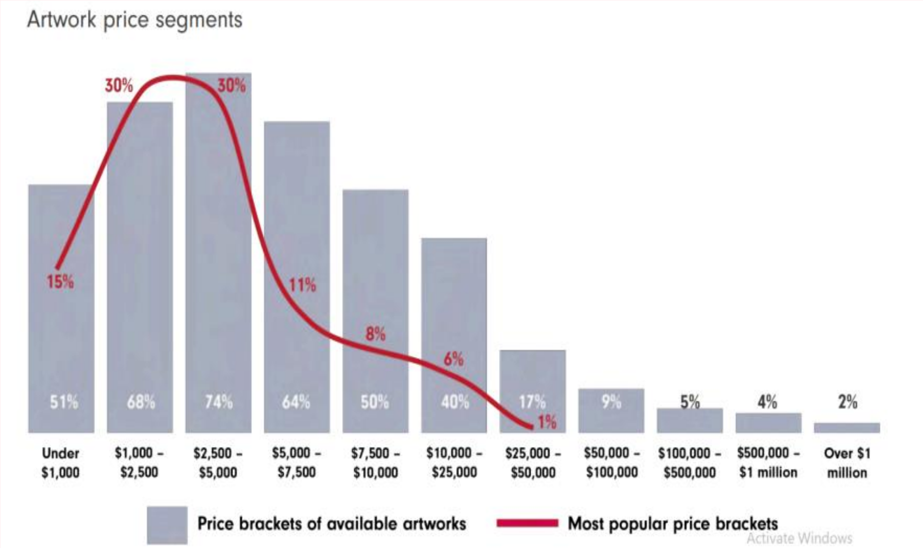


BUYER INTEREST ACROSS DIFFERENT ART MEDIUMS



ARTWORK PRICING *(GALLERIES & BUYER INTEREST)*

- The majority of galleries price their artworks in the $2,000 to $5,000 range..
- However, the most popular price brackets for artworks usually fall from $1,000 to $5,000.
- **This shows that the gallery market is largely shaped by mid-range, accessible pricing rather than ultra-expensive works.**



PHYSICAL GALLERY OPERATIONS

01 SMALLER TEAMS, LOWER RISKS

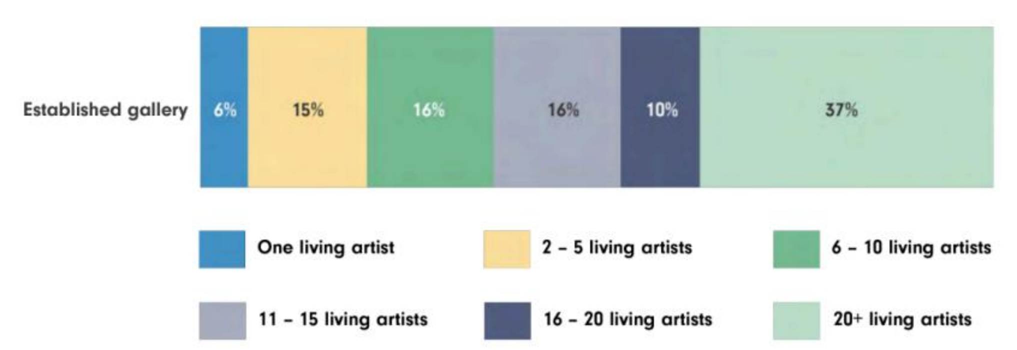
- As many galleries operate within lower revenue ranges, the sector remains financially cautious and uneven, leading galleries to keep operating costs relatively low.

02 LEAN STAFFING IN THE GALLERY SECTOR

- Over **85%** of galleries operate with three or fewer employees, while large teams remain uncommon.

- Nearly half are run by a single person, with most others employing only two to three staff members.

PHYSICAL GALLERY OPERATIONS



03 GALLERIES REPRESENTING MULTIPLE ARTISTS

- Galleries work with many different artists so they don't depend too much on just one or two.
- This helps them reduce the risk of financial and business uncertainty and gives buyers more variety.
- It also lets galleries support both new and well-known artists at the same time.

ROLE OF ART FAIRS

01 ACT AS THE MAIN DISCOVERY ENVIRONMENT

- Alongside gallery spaces **(69%)** and social media **(36%),** Art fairs remain the most important environment for discovering new art.

02 PREFERRED DUE TO THEIR ABILITY TO FACILITATE DISCOVERY

- Art fairs also enable the building of new relationships, fostering trust between galleries, artists, and collectors.

03 INFLUENCES THE FINAL PURCHASE DECISION

- This year's collector survey showed that (54%) of collectors purchased something at the last fair they attended, and a further 30% did not buy on-site but intend to follow up later.

ROLE OF ART FAIRS

04 GIVES GALLERIES EXPOSURE

- Despite rising costs and operational challenges, art fairs remain a key strategy for galleries to also build relationships, and drive sales alongside visibility.

05 KEY ROLE IN TURNING INTEREST INTO ACTUAL PURCHASE

- They bridge discovery and purchase, making them essential in converting new collectors into long-term collectors who help sustain the future of the market.

ROLE OF DIGITAL PLATFORMS

01 SHAPES AWARENESS, TASTE AND EARLY INTEREST

- As online platforms and social media are often the first places where collectors encounter artists and galleries, they allow audiences to discover new works and build familiarity.

02 HELPS KEEP THE ART BUYING INTEREST ALIVE

- Art fairs spark initial interest among collectors, while social media and digital platforms sustain and extend that connection between buyers and galleries, often leading to sales long after the fair has ended.

03 PLATFORM FOR DIGITAL VISIBILITY

- 75% of galleries rely on social media and digital marketing to reach younger audiences, making visibility online the top priority.

Influence on Art Purchasing

What is the role of social media and having physical gallery spaces?

- **47%** Gen Z
- **38%** Millennials
- **27%** overall collectors

mentioned social media as an important influence on art purchasing decisions.

- **42%** of Gen Z and
- **42%** of Millennials purchase art through online platforms

Collectors mainly discover art online but physical experiences remain the norm in finalization.

"Social media's true value lies in its ability to drive audiences into physical spaces."

"Galleries that treat digital channels as a bridge are better positioned with the next generation of collectors."

- The Art Market Under $50,000 Report

CONNECTIONS TO AAF 02

Its relevance to Affordable Art Fair's practices.

WHY IS AFFORDABLE ART FAIR RELEVANT TODAY?

A DEDICATED SPACE FOR GALLERIES

WELCOMES YOUNG BUYERS AND ART COLLECTORS

PLATFORM TO EARN REVENUE

CONTAINS ART WORKS WITHIN MARKET DEMAND

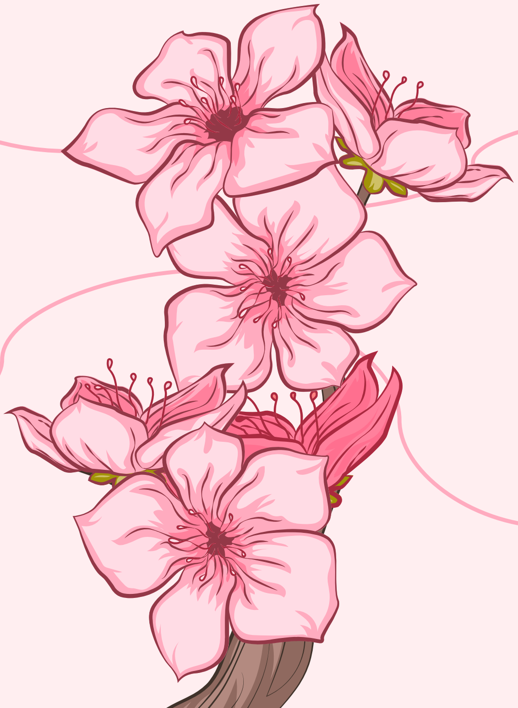
WHY IS AFFORDABLE ART FAIR RELEVANT TODAY?

- ENABLES GALLERIES TO GENERATE HIGHER SALES VOLUMES AT ACCESIBLE PRICE POINTS
- MAINTAINS ACCESSIBILITY TO A BROADER COLLECTOR BASE THROUGH AFFORDABILITY
- MORE THAN JUST AN EXHIBITION AREA

WHY IS AFFORDABLE ART FAIR RELEVANT TODAY?

ACTS AS A FINANCIAL BACKBONE FOR GALLERIES

A PLACE WHERE GALLERIES EARN EXPOSURE



A MAIN DISCOVERY ENVIRONMENT

AN ALL-IN-ONE PLACE

WHAT CAN WE DO TO SUPPORT GALLERIES?

01 PROVIDING CONSISTENT, HIGH-VOLUME SALES OPPORTUNITIES

- Since most galleries rely heavily on fairs (44% of revenue), the fair can continue strengthening its role as a reliable income engine.

02 STRENGTHEN THE UNDER-$5,000 MARKET ECOSYSTEM

- Despite the $15,000 price cap, galleries can be encouraged to prioritise works within the key buyer interest range of $1,000 to $5,000, aligning offerings more closely with demand.

03 EXPAND EXPOSURE FOR EMERGING AND MID-CAREER ARTISTS

- Utilise more on-site activities with artists, such as artist talks and workshops to serve as a launch platform for discovery and deeper engagement, while also spotlighting art education.

WHAT CAN WE DO TO SUPPORT GALLERIES?

04 SOCIAL MEDIA SPOTLIGHTS FOR GALLERIES

- Extend visibility beyond the fair dates through social media spotlights, artist interviews, online previews, and post-fair follow-ups that continue driving sales.

05 SUPPORT SALES CONTINUITY AFTER THE FAIR

- Create systems that allow buyers to revisit artworks online after the fair ends, enabling galleries to convert delayed purchasing decisions into completed sales.

WHAT CAN WE DO TO SUPPORT ART BUYERS?

01 ACCOMMODATE THE NEW AND YOUNG COLLECTOR BASE

- Having mentorship tours or "First-time Collector" programmes, to help galleries access the next generation of buyers and provide a calmer atmosphere.

02 PROVIDE MARKERS INDICATING SUITABILITY FOR NEW COLLECTORS

- Provide markers that indicate that a particular artwork is below a certain price range and is suitable for first-time collectors.

03 CREATION OF MAP ROUTE / ON-THE-FLOOR COLOURED PATHWAY

- This can be used as way to guide visitors, particularly first-time collectors toward beginner-friendly booths and artworks.

WHAT CAN WE DO TO SUPPORT ART BUYERS?

04 INSPIRATIONAL QUOTES ON ART COLLECTING

- Have inspirational quotes, collecting tips, or thoughtful reflections on art collecting scattered throughout the venue.

05 INTRODUCE FIRST-TIME AND REGULAR COLLECTOR BUNDLES

- Introduce First-Time and Regular Art Collector Bundles which can include collector guides, invitations to walkthroughs, collector passports etc.

06 TREASURE HUNT SYSTEM

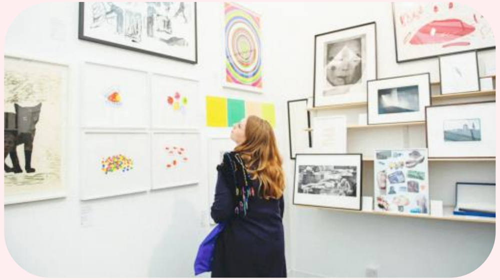
- Create an interactive treasure hunt where visitors discover hidden art collecting tips beside “Under $1,000” artworks throughout the fair.

- They can then redeem a small reward at the Info Desk upon completion of finding all of them.

WHAT CAN WE DO TO SUPPORT ART BUYERS?

06 (CONT'D) TREASURE HUNT SYSTEM

- By tying the hunt to more accessible artworks, visitors are naturally introduced to collectible and affordable mediums in an engaging manner.
- This helps reduce the intimidation often associated with first-time collecting by viewing art collecting as exploratory and fun.
- It increases engagement across galleries and encourages visitors to spend more time discovering artworks throughout the venue.



03 CONNECTIONS TO GALLERIES

Past comparisons from
Gallery Visits & more.

CONNECTIONS TO PAST GALLERY VISITS

ROLE OF ART FAIRS

01

Gallery Voxx, Mr Lim's and Art Sohyang mentioned the art fair (s) as a key to sustaining their gallery.

02

Art72 and Bruno Gallery mentioned art fairs as a key platform for their galleries to gain exposure.

CONNECTIONS TO PAST GALLERY VISITS

ARTWORK PRICING & BUYER INTEREST

01

02

03

Art72, Art ImA and Wasuka Art.are pricing their artworks from $1,000 to $6,000 - $7,000

04

In the last year's fair, artworks that were priced from $1K to $2-3K sold more.

CONNECTIONS TO PAST GALLERY VISITS

CHANGING COLLECTOR BASE

Wasuka Art and Art72 are introducing artists who are trying to appeal to the younger generation.

05

CONNECTIONS TO PAST GALLERY VISITS

GALLERY MEDIUM OFFERINGS

05

06

Galleries primarily sell traditional mediums with only a small number, offering photography prints.

CONNECTIONS TO PAST GALLERY VISITS

GALLERY SOCIAL MEDIA

05

06

07

All of the galleries visited so far maintain active social media accounts.

CONNECTIONS TO PAST GALLERY VISITS

GALLERY ARTIST REPRESENTATION

05

06

07

08

Art Sohyang, REDSEA Gallery, Art ImA and many other galleries typically represent around 6 to 15 or more living artists.

CONNECTIONS TO PAST GALLERY VISITS

GALLERY ARTWORK GENRE OFFERINGS

Many galleries feature pop art alongside works depicting landscapes and nature.

09

CONNECTIONS TO PAST GALLERY VISITS

GALLERY TEAM SIZE

09

10

Almost all of the galleries visited have a small team size of around 1 to 3 people.

CONNECTIONS TO PAST GALLERY VISITS

GALLERY' FAIR MOTIVATION

09

10

11

Many galleries are looking to participate in the fair to expand their customer base.

CONNECTIONS TO PAST GALLERY VISITS

GALLERY FAIR PARTICIPATION

09

10

11

12

Many of these galleries have participated in at least 2 fairs (local/international).

CASE STUDY: ART72 & REDSEA

What both galleries are doing well in:

- Operating within the accessible contemporary art market.
- Focused on selling living artists and ultra-contemporary works.
- Participating in art fairs as key platforms for visibility.
- Aiming to reach new and younger collectors.
- Relying on both physical presentation and online presence.

CASE STUDY: ART72 & REDSEA

General Analysis

- Works mainly priced around $3,000–$5,000
- Good alignment with the collector demand but steep for new collectors.
- Limited digital presence.

- Pricing not publicly listed.
- Moderately better alignment with collector demand.
- More developed website.

CASE STUDY: ART72 & REDSEA

General Analysis

- Website functions as a basic landing page.
- Instagram activity is limited, with minimal use of interactive content.

- Stronger digital storytelling and credibility-building.
- Uses social media to promote artworks, exhibitions, and fair participation.

CASE STUDY: ART72

Weaknesses / Missed Opportunities

- Slightly weak digital presence and variation of content.
- Limited storytelling and interactive content.
- Underutilisation of Instagram beyond static imagery.
- The website mainly only functions as a placeholder.
- Less visible brand positioning as compared to other galleries.

CASE STUDY: ART72

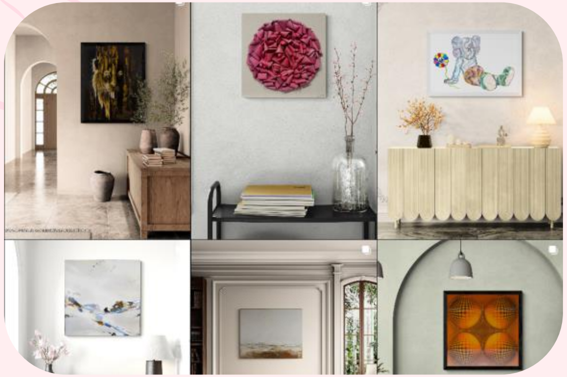


Fig 1.1: Instagram Profile Grid

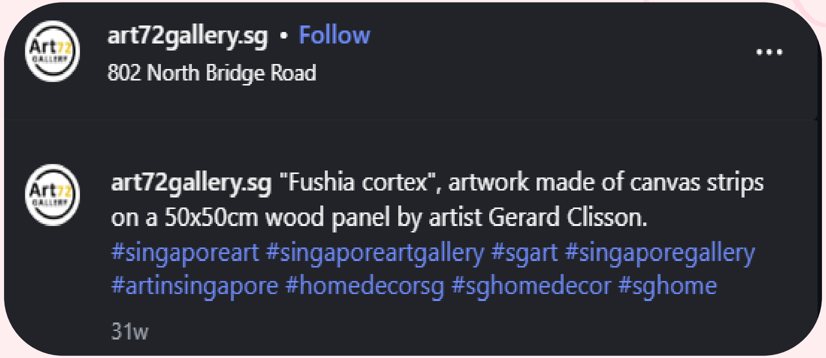
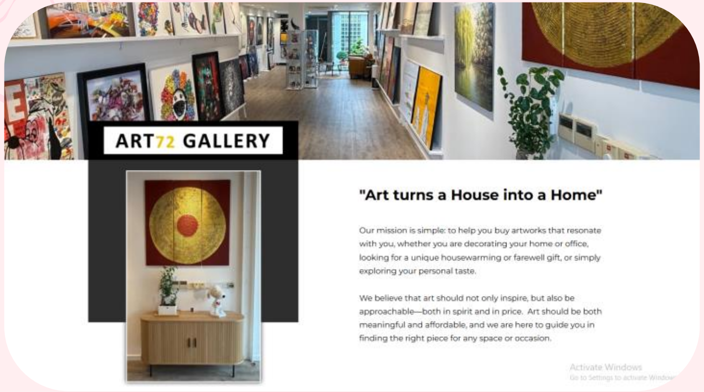


Fig 1.2: Instagram Captions for one of their posts.

CASE STUDY: ART72



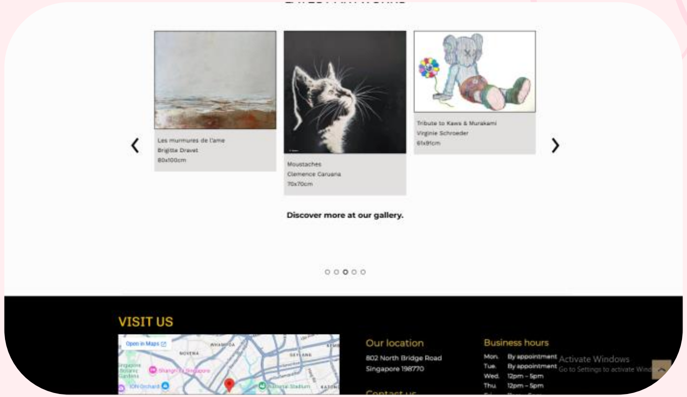


Fig 1.3: Website Landing Page

CASE STUDY: REDSEA

Weaknesses / Missed Opportunities

- Pricing is often not fully transparent and only available upon enquiry.
- Further expansion of social media into educational and experiential content.
- Potential of increased usage of lighthearted, yet engaging content for younger collectors.

04 MY TAKEAWAY (s)

What can be concluded from my perspective.

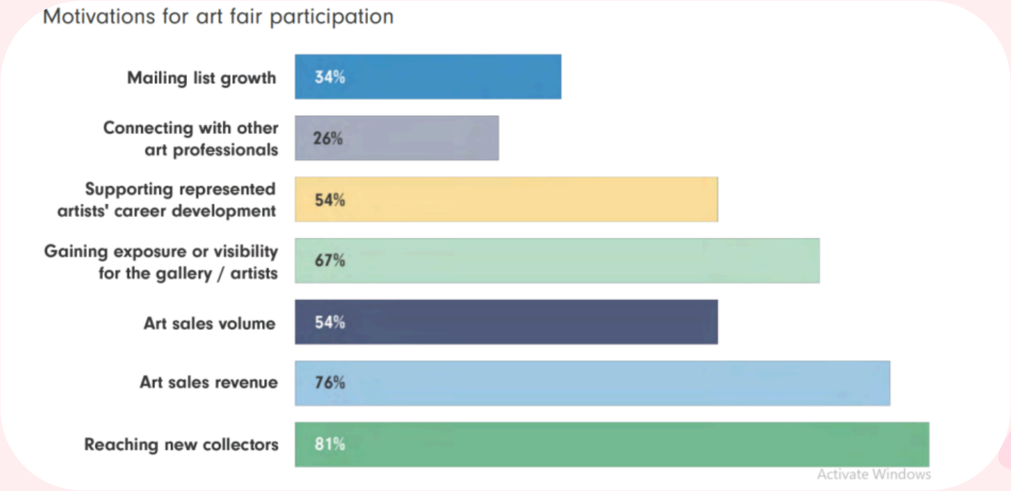
What I would advise all galleries:

- Leverage social media beyond marketing into post-sale engagement and relationship-building.
- Have transparent pricing to reduce uncertainty for new collectors.
- Participate in as many fairs as possible.
- Collaborate with other galleries to show the interconnected nature of the art ecosystem.

What I would advise all galleries:

- Price works within the buyer interest range ($1,000 - $5,000).
- Prioritise sales volume over individual high-value transactions.
- Prioritising tapping into newer audiences, e.g young collectors and first-time buyers.

WHAT SURPRISED ME



81% of galleries mentioned reaching new collectors as a primary motivation for joining art fairs.

Why this was surprising:

- Many galleries today operate on very lean and financially cautious structures.
- As such, galleries would approach art fairs to maximise short-term profit and recover operational costs.
- Instead, galleries see fairs as opportunities to support long-term growth.

Takeaway (s):

- The art market is deeply relationship-driven.
- Galleries are constantly looking for ways to sustain their business over the long term.
- Art Fairs: Supports the relevance of galleries and artists.

THANK YOU.