

# **Events Industry by Type (Music Concert, Festivals, Sports, Exhibitions & Conferences, Corporate Events & Seminars, and Others), Revenue Source (Ticket Sale, Sponsorship, and Others), Organizer (Corporate, Sports, Education, Entertainment, and Others), and Age Group (Below 20 years, 21–40 years, and Above 41): Global Opportunity Analysis and Industry Forecast, 2021–2028**

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## **Abstracts**

The events industry size was valued at \$1,135.4 billion in 2019 and is expected to reach \$1,552.9 billion by 2028, registering a CAGR of 11.2% from 2021 to 2028. Events refer to public gathering of populace art at a determined time and place. The purpose for staging an event can be increase in business profitability, celebratory, entertainment, and community causes among others. The most popular events include conference & exhibition, corporate events & seminars, promotion & fundraising, music & art performance, sports, festival, trade shows, and product launch. The key stakeholders within the events market are corporate organizations, public organizations & NGOs.

The growth of the global events industry is majorly driven by upsurge in frequency of corporate meetings, inductions, conferences, exhibitions, music concerts, and sports events. Furthermore, deployment of best-in-class technology that can handle the entire event propels the industry growth. Moreover, customarily held multidimensional events acts as a key driver of the global events market. In addition, sponsorships from various brands such as Redbull, Monster Energy, Nike, Cocoa Cola, and others for a major global three-day festival down as well as a small gig or act in a social club or arena boost the market growth. Introduction of new media platforms and distribution methods

further offers scope for giants to interact and organize events involving artists, performers, speakers, and business coaches. However, higher entry cost and industry fragmentation are some of the major restraints of the industry.

The global events market is segmented into type, revenue source, organizer, and age group. Based on type, the market is divided into music concert, festivals, sports, exhibitions & conferences, corporate events & seminar, and others. On the basis of revenue source, it is segregated into ticket sale, sponsorship, and others. As per organizer, it is categorized into corporate, sports, education, entertainment, and others. By age group, it is fragmented into below 20 years, 21–40years, and above 40 years.

The report highlights the drivers, restraints, opportunities, and growth strategies adopted by the key players to understand the dynamics and potential of the industry. The major players profiled in the report are Access Destination Services, BCD GROUP (BCD MEETINGS & EVENTS), ATPI Ltd., Riviera Events, Entertaining Asia, Live Nation Worldwide Inc., StubHub, Anschutz Entertainment Group, Pollstar, Cvent Inc., Capita Plc., Reed Exhibitions, Questex LLC, Outback Concerts, The Freeman Company, Penguins Limited, CL Events, Seven Events Ltd., Clarion Events Ltd., and Versatile Event Management.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging events industry trends and opportunities.

The report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing events industry opportunities in the market.

The events industry forecast is offered along with information related to key drivers, restraints, and opportunities.

The market analysis is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

## KEY SEGMENTS

### By Type

Music Concert

Festivals

Sports

Exhibitions & Conferences

Corporate Events & Seminar

Others

### By Revenue Source

Tickets

Sponsorship

Others

### By Organizer

Corporate

Sports

Education

Entertainment

Others

### By Age Group

Below 20 Years

21–40 Years

Above 40 Years

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

Australia

India

Rest of Asia-Pacific

LAMEA

Brazil

Argentina

Saudi Arabia

South Africa

Rest of LAMEA

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