

# **Music Event Market By Revenue Source (Tickets, Sponsorship, Others), By Genre (Rock, Pop, EDM, Others), By Type (Music Festivals, Music Concerts, Music Shows, Others), By Age Group (Below 20 Years, 21 to 40 Years, Above 40 Years), By Gender (Male, Female): Global Opportunity Analysis and Industry Forecast, 2024-2035**

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## **Abstracts**

The music event market was valued at \$250.8 billion in 2023 and is estimated to reach \$775.7 billion by 2035, exhibiting a CAGR of 10.2% from 2024 to 2035.

A music event is a gathering or occasion where musical performances are showcased for an audience. These events can range from small, intimate concerts to large-scale festivals and can feature various genres, artists, and cultural influences. Music events are not only about live performances they also incorporate elements of art, culture, and community, creating memorable experiences for attendees.

The growth of the global music event market is driven by increase in disposable income, which has enabled individuals to spend more on leisure activities, including attending music events, festivals, and concerts and increase in popularity of live music experiences. As per a 2024 study by Statista, music tours reached a record revenue of \$9.17 billion in 2023 from \$5.55 billion in 2022. Furthermore, social media platforms and streaming services have strengthened the connection between artists and fans, encouraging attendance at live events to see favorite performers, which significantly contributes toward the market growth. Moreover, large-scale music festivals featuring diverse lineups and activities are increasingly popular, contributing to market growth through ticket sales, sponsorships, and merchandising. For instance, JamBase—a

popular online platform dedicated to music and live events—recorded 2,184 music festivals in 2024, featuring 45,522 artists. In addition, music events that adopt eco-friendly practices and promote sustainability resonate with environmentally conscious consumers, driving attendance and support. A blog published in 2024 by The Ticket Fairy—a next-generation event ticketing, marketing, management, intelligence and revenue acceleration platform—revealed that 69% of the respondents are attracted toward music events & festivals that offer nature-focused experiences. However, rise in penetration of streaming services and virtual concerts offers affordable and convenient alternatives to live events, which hampers the market growth. Moreover, organizing live music events involves significant expenses, including venue rental, artist fees, technical setup, security, and marketing, which significantly restrains the growth of the global market. On the contrary, advancements on event technologies such as virtual reality, augmented reality, and advanced sound systems that enhance the event experience and attract larger and more diverse audiences are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global music event market is segmented into revenue source, genre, type, age group, gender, and region. By revenue source, the market is divided into tickets, sponsorships, and others. Depending on genre, it is divided into rock, pop, EDM, and others. On the basis of type, it is segregated into music festivals, music concerts, music shows, and others. Depending on age group, it is fragmented into below 20 years, 21 to 40 years, and above 40 years. By gender, it is bifurcated into male and female. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

By revenue source, the ticket segment dominated the music events market in 2023, and is anticipated to maintain its dominance from 2024 to 2035.

On the basis of genre, the pop segment exhibited the highest growth in 2023, and is expected to continue the same trend during the forecast period.

Depending on type, the music concert segment led the music events market in 2023, and is projected to register highest growth in the near future.

As per age group, the 21-40 years segment emerged as the dominant force in 2023, and is likely to maintain the same trend throughout the forecast period.

Depending on gender, the female segment grew at a notable pace in 2023, and

is anticipated to maintain its dominance during the forecast period.

Region, Europe emerged as the most lucrative market for music events market in 2023, and is expected to show robust growth throughout the forecast period.

## Competitive Analysis

The key players operating in the music event market are Access Destination Services, LLC, Anschutz Entertainment Group, Basset Events, Inc., BCD Group, Colin Cowie Lifestyle, Carlson, Inc., Eventbrite, Inc., Insomniac Holdings, LLC, Outback Presents, LLC, Rafanelli Events, and Live Nation. These players have adopted acquisition, agreement, collaboration, joint venture, partnership, and product launch as their key developmental strategies to sustain the intense competition and gain a strong foothold in the global market.

## Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the music event market analysis from 2023 to 2035 to identify the prevailing music event market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the music event market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global music event

market trends, key players, market segments, application areas, and market growth strategies.

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Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

## Key Market Segments

### By Revenue Source

Tickets

Sponsorship

Others

### By Genre

Rock

Pop

EDM

Others

### By Type

Music Festivals

Music Concerts

Music Shows

Others

#### By Age Group

Below 20 Years

21 to 40 Years

Above 40 Years

#### By Gender

Male

Female

#### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Netherlands

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Singapore

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

## ACCESS DESTINATION SERVICES

Anschutz Entertainment Group

Basset Events, Inc.

BCD GROUP

Carlson, Inc.

Eventbrite, Inc.

Insomniac Holdings. LLC.

Live Nation

Outback Presents, LLC.

Rafanelli Events, Inc.

Colin Cowie Lifestyle

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