

# **Virtual Events Market by Type (Webinar, Conference, Virtual Expo Fairs & Festivals, Entertainment, and Others), Source (Ticket Sale, Sponsorship, and Others), and Age Group (Below 20 Years, 21 to 40 years, and Above 40 years): Global Opportunity Analysis and Industry Forecast, 2021–2028**

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## **Abstracts**

Virtual event is an internet- or web-based event, which allows users to interact with a large crowd over a call or through any platform. Virtual events cover a wide range of activities, from video and audio conferencing to live streaming and broadcasting. The most common type of digitally simulated events include webinar, conference, virtual expo, fairs and festivals, entertainment, and others such as promotional events and sports event organized by companies during product launch and introduction of new services.

Virtual event gives a user-friendly environment unlike experiencing chaos while attending physical events. Various events are hosted on a virtual medium such as conference for business, webinars for varieties of purposes, expos, tradeshow, and entertainment. This mode of event hosting is intensively popular in countries all around the world. Virtual events are arranged by business executives for making interactive sessions, as they reduce time and eliminate effort over physical mode. These events have a greater audience reach, as individuals from remote areas can connect and be a part of the events. Hence, several multinational brands are gradually using virtual event platforms. As a result, many companies are designing and introducing online event platforms, which notably contributes toward the growth of the market. During the global pandemic, almost every sector shifted their preference to virtual events, as there is no physical contact and act as a self-reliable medium during lockdown.

The virtual events market has been segmented based on the type, source, age group and region. Based on type, the virtual events market is divided into webinar, conference and virtual expo, fairs and festivals, entertainment and others. In addition, the report segments the market on the basis of source, which include ticket sale, sponsorship, and others. Based on the Age Group, the market has been classified into below 20 years, 21 to 40 years, and above 40 years. Furthermore, it includes the revenue generated from the sales of Virtual Events across North America (U.S., Canada, Mexico), Europe (Germany, UK, France, Italy, Spain, Ireland and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea and rest of Asia-Pacific), and LAMEA (Latin America, Middle East and Africa).

The key players in the virtual events have adopted product launch and expansion as their key strategies to stay competitive in the virtual events market. The key players profiled in the report include American Program Bureau Inc., Pace Digital, Revolution CMES, ShowCase Events, Target Exhibitions, TCJ Management Co. Ltd, The Collaborative Exchange, VietApps Co., Ltd., Morph Digital Solutions Private Limited, and London Filmed

## KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019 to 2028 to identify the prevailing water tank opportunities.

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

In-depth analysis of the size and segmentation assists to determine the prevailing market opportunities.

The major countries in each region are mapped according their revenue contribution the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the virtual events industry.

## KEY MARKET SEGMENTATION

### By Type

Webinar

Conference

Virtual Expo Fairs & Festivals

Entertainment

Others

### By Source

Ticket Sale

Sponsorship

Others

### By Location

Below 20 Years

21 to 40 years

Above 40 years

### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Ireland

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

## Africa

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