

Global Event and Performance Ticket Booking Platform Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Event and Performance Ticket Booking Platform market size is expected to reach \$ 135267 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

Event and performance ticketing booking platforms refer to digital systems that provide users with a full range of services, including online inquiry, seat selection, payment, e-ticket generation, and entry verification, for concerts, sporting events, theatrical performances, exhibitions, and various offline events via the internet or mobile applications. These platforms typically connect organizers, venues, and consumers, enabling functions such as ticket inventory management, dynamic pricing, anti-scalping control, data analysis, and marketing distribution. Essentially, they are a combination of offline cultural and entertainment consumption and online digital transaction systems.

The overall future prospects for event and performance ticketing platforms remain positive, primarily benefiting from the recovery of offline entertainment consumption, the booming performance economy, and the increasing penetration rate of digital ticketing. With the growing demand for music festivals, sporting events, and immersive entertainment experiences, users are increasingly reliant on instant ticket purchases, mobile e-tickets, intelligent seat selection, and personalized recommendations. Simultaneously, AI and big data are driving ticketing systems towards dynamic pricing, anti-scalping identification, and precision marketing. Furthermore, platforms are gradually expanding from simple ticket sales to an ecosystem of 'content + ticketing + social + derivative consumption,' making them important traffic entrances and transaction infrastructure for the cultural and entertainment industry, and ensuring stable long-term growth potential.

This report studies the global Event and Performance Ticket Booking Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Event and Performance Ticket Booking Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Event and Performance Ticket Booking Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Event and Performance Ticket Booking Platform total market, 2021-2032, (USD Million)

Global Event and Performance Ticket Booking Platform total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Event and Performance Ticket Booking Platform total market, key domestic companies, and share, (USD Million)

Global Event and Performance Ticket Booking Platform revenue by player, revenue and market share 2021-2026, (USD Million)

Global Event and Performance Ticket Booking Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global Event and Performance Ticket Booking Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Event and Performance Ticket Booking Platform market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Alibaba Group, Maoyan Entertainment, Taihe Music Group, Lawson Entertainment?, Pia Corporation, Ticketmaster Entertainment, LLC, Eventbrite, Viagogo, ?DICE, Live Nation Entertainment, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Event and Performance Ticket Booking Platform market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Event and Performance Ticket Booking Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Event and Performance Ticket Booking Platform Market, Segmentation by Type:

On-premise

Cloud-based

Global Event and Performance Ticket Booking Platform Market, Segmentation by Business Model:

Primary Ticketing Platform

Secondary Ticketing Market

Global Event and Performance Ticket Booking Platform Market, Segmentation by User End Type:

B2C Ticketing Platform

B2B Ticketing System

B2B2C Platform

Global Event and Performance Ticket Booking Platform Market, Segmentation by Application:

Music Performances

Sports Events

Drama/Stage Plays

Others

Companies Profiled:

Alibaba Group

Maoyan Entertainment

Taihe Music Group

Lawson Entertainment?

Pia Corporation

Ticketmaster Entertainment, LLC

Eventbrite

Viagogo

?DICE

Live Nation Entertainment

CTS Eventim AG & Co. KGaA

NOL Universe

Hansae Yes24 Holdings Co., Ltd

Kakao Entertainment Corp.

KKBOX

TixCraft Information Co., Ltd.

Ticketmelon

EVP Corporation Co., Ltd.

Big Tree Entertainment Pvt. Ltd.

Key Questions Answered

1. How big is the global Event and Performance Ticket Booking Platform market?
2. What is the demand of the global Event and Performance Ticket Booking Platform market?
3. What is the year over year growth of the global Event and Performance Ticket Booking Platform market?
4. What is the total value of the global Event and Performance Ticket Booking Platform market?
5. Who are the Major Players in the global Event and Performance Ticket Booking Platform market?
6. What are the growth factors driving the market demand?

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