

Global Event and Performance Ticket Booking Platform Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G5E3DA861791EN.html>

Date: June 2026

Pages: 121

Price: US\$ 3,480.00 (Single User License)

ID: G5E3DA861791EN

Abstracts

According to our (Global Info Research) latest study, the global Event and Performance Ticket Booking Platform market size was valued at US\$ 77204 million in 2025 and is forecast to a readjusted size of US\$ 135267 million by 2032 with a CAGR of 8.4% during review period.

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 is a detailed and comprehensive analysis for global Event and Performance Ticket Booking Platform market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Event and Performance Ticket Booking Platform market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Event and Performance Ticket Booking Platform market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Event and Performance Ticket Booking Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Event and Performance Ticket Booking Platform market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Event and Performance Ticket Booking Platform

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Event and Performance Ticket Booking Platform market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- On-premise

- Cloud-based

Market segment by Business Model

- Primary Ticketing Platform

- Secondary Ticketing Market

Market segment by User End Type

- B2C Ticketing Platform

- B2B Ticketing System

- B2B2C Platform

Market segment by Application

Music Performances

Sports Events

Drama/Stage Plays

Others

Market segment by players, this report covers

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.

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Event and Performance Ticket Booking Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Event and Performance Ticket Booking Platform, with revenue, gross margin, and global market share of Event and Performance Ticket Booking Platform from 2021 to 2026.

Chapter 3, the Event and Performance Ticket Booking Platform competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Event and Performance Ticket Booking Platform market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Event and Performance Ticket Booking Platform.

Chapter 13, to describe Event and Performance Ticket Booking Platform research findings and conclusion.

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