

Global Event Technology Solution Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Event Technology Solution market size was valued at US\$ 5086 million in 2025 and is forecast to a readjusted size of US\$ 8890 million by 2032 with a CAGR of 8.4% during review period.

An event technology solution refers to a range of digital tools, software, and systems designed to enhance various aspects of event planning, execution, and post - event processes. These solutions cover multiple functions, from the initial stages of event promotion and attendee registration, where digital platforms streamline the sign - up process and collect relevant information, to real - time event management. During an event, technologies like mobile event apps, live - streaming platforms, and interactive engagement tools such as polling and gamification systems are employed to boost attendee experience, facilitate communication, and increase participation. Additionally, event technology solutions assist with logistics management, including venue layout planning through 3D diagramming tools, and financial operations, such as cashless payment processing. After the event, analytics and reporting tools are used to evaluate its success, measure attendee satisfaction, and track key performance indicators. By leveraging these technologies, event organizers can improve efficiency, expand the event's reach, create more memorable experiences for attendees, and ultimately achieve their event objectives more effectively.

The event technology solution industry is witnessing core trends of in-depth digital integration, AI-driven intelligent upgrading and omnichannel scenario coverage, with growing adoption of immersive technologies (VR/AR), real-time data analytics and hybrid event systems to optimize the full lifecycle of event planning, execution and feedback; opportunities lie in the surging demand for efficiency improvement and

experience upgrading from enterprises, governments and institutions across various event scenarios, the expansion of hybrid and cross-border event scenarios breaking geographical constraints, the release of demand for data-driven decision-making to support event effect iteration, and the broad market space for vertical scenario customization solutions, while the industry also faces prominent challenges including compatibility barriers between different functional systems and difficulty in seamless data connection, high customization costs matching diverse event scenarios, potential risks of data security and privacy compliance in event data collection and application, and the gap between small and medium-sized customers' cost sensitivity and their expectations for high-quality technical support, as well as the need to balance technical innovation and practical ROI for event organizers.

This report is a detailed and comprehensive analysis for global Event Technology Solution 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 Technology Solution market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Event Technology Solution market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Event Technology Solution market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Event Technology Solution 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 Technology Solution

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 Technology Solution 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 Freeman, Leap, Expo Logic, Dreamcast, Globibo, Cvent, LA Click, Stova, PRG, Event Works Europe, etc.

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

Market segmentation

Event Technology Solution 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

Software

Service

Market segment by Deployment Mode

Cloud-based

On-premises

Hybrid

Market segment by Core Functional Orientation

Basic Support-oriented Event Technology Solution

Experience Enhancement-oriented Event Technology Solution

Full-link Intelligent Event Technology Solution

Market segment by Application

Corporate Organizations

Public Organizations and NGOs

Others

Market segment by players, this report covers

Freeman

Leap

Expo Logic

Dreamcast

Globibo

Cvent

LA Click

Stova

PRG

Event Works Europe

Encore

Attendee Interactive

BCD M&E

Julia Charles

EMC Meetings & Events

Eventbase

One Click Go Live

Global Event Technology

Inventum Events

MB Squared

BW Events Tech

Event Technologies

Pro Systems

Vantage Venues

Corporate Travel Management

Halo Tech Media

SmartSource

Adventics

Maritz Global Events

Arinex

GCE–Global Custom Events 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 Technology Solution product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Event Technology Solution, with revenue, gross margin, and global market share of Event Technology Solution from 2021 to 2026.

Chapter 3, the Event Technology Solution 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 Technology Solution 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 Technology Solution.

Chapter 13, to describe Event Technology Solution research findings and conclusion.

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