

Global Mobile Event App Software Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Mobile Event App Software market size was valued at USD 332.8 million in 2023 and is forecast to a readjusted size of USD 818.3 million by 2030 with a CAGR of 13.7% during review period.

Mobile event app software lets event planners create a custom mobile app for an event without complicated coding. These apps allow the creation of branded mobile applications with the information attendees need, such as schedules, maps, attendee information, exhibitor information, speaker bios, and more.

Development of smartphones: The increasingly widespread use of smartphones and their capabilities have made mobile event apps an important part of the event management process. Mobile event apps can provide participants with real-time information, updates, and notifications, as well as enable them to easily access event content and resources.

Increasing use of event apps: As the number of events and conferences increases, the demand for mobile event apps has also grown. These apps provide event organizers with an efficient way to manage events, promote brand awareness, and improve the overall experience for participants.

Enhanced features and functionality: Mobile event apps have continued to evolve in terms of features and functionality. Apps can now provide interactive features such as live-streaming, virtual reality/augmented reality experiences, chat rooms, and online networking opportunities. These features provide additional value to event participants

and encourage engagement.

The Global Info Research report includes an overview of the development of the Mobile Event App Software industry chain, the market status of Large Enterprises (On-Premises, Cloud Based), SMEs (On-Premises, Cloud Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Mobile Event App Software.

Regionally, the report analyzes the Mobile Event App Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Mobile Event App Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Mobile Event App Software market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Mobile Event App Software industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., On-Premises, Cloud Based).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Mobile Event App Software market.

Regional Analysis: The report involves examining the Mobile Event App Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Mobile Event App Software market. This may include

estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Mobile Event App Software:

Company Analysis: Report covers individual Mobile Event App Software players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Mobile Event App Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMEs).

Technology Analysis: Report covers specific technologies relevant to Mobile Event App Software. It assesses the current state, advancements, and potential future developments in Mobile Event App Software areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Mobile Event App Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Mobile Event App Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

On-Premises

Cloud Based

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Cvent

Attendify

SpotMe

Eventmobi

Certain

Guidebook

Eventory

Yapp

Meeting Application

Core-apps

DoubleDutch

Eventfuel.io

Socio

PheedLoop

Pathable

QuickMobile

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Mobile Event App Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Mobile Event App Software, with revenue, gross margin and global market share of Mobile Event App Software from 2019 to 2024.

Chapter 3, the Mobile Event App Software 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Mobile Event App Software market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Mobile Event App Software.

Chapter 13, to describe Mobile Event App Software research findings and conclusion.

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