

Global Sports Venue Operation and Management Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Sports Venue Operation and Management Service market size is expected to reach \$ 1676 million by 2032, rising at a market growth of 6.0% CAGR during the forecast period (2026-2032).

Sports Venue Operation and Management Service refers to systematic operation, management, and commercial services for stadiums, arenas, sports complexes, training centers, and multi-purpose sports and entertainment venues. It typically covers daily facility maintenance, event operation, ticketing management, audience services, security management, equipment and facility management, venue leasing, commercial development, sponsorship, advertising, membership operation, energy management, and digital venue operation. The core purpose is to improve venue utilization, operating revenue, and service quality, transforming sports venues from single-purpose event facilities into integrated assets for sports events, public fitness, cultural entertainment, commercial activities, and urban public services.

The Sports Venue Operation and Management Service market is moving toward greater specialization, commercialization, and digitalization. Traditional sports venues are expanding beyond event rental and public funding by introducing concerts, exhibitions, training programs, fitness services, memberships, food and beverage, retail, sponsorship, advertising, and IP-based events to improve utilization and profitability. At the same time, smart venue systems, digital ticketing, visitor flow analytics, energy monitoring, membership data operation, and online marketing tools are becoming essential for modern venue management. Overall, the industry is shifting from basic facility management to integrated content operation, asset operation, and digital management, with leading operators increasingly focusing on event resource

integration, commercial development, and refined operational capabilities.

Report Scope

This report studies the global Sports Venue Operation and Management Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sports Venue Operation and Management Service, 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 Sports Venue Operation and Management Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Sports Venue Operation and Management Service total market, 2021-2032, (USD Million)

Global Sports Venue Operation and Management Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Sports Venue Operation and Management Service total market, key domestic companies, and share, (USD Million)

Global Sports Venue Operation and Management Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Sports Venue Operation and Management Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Sports Venue Operation and Management Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Sports Venue Operation and Management Service 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 ASM Global, Oak View Group, Legends Global, AEG Worldwide, Madison Square Garden Entertainment, Kroenke Sports & Entertainment, Comcast Spectacor, GL events, NEC Group, Sodexo Group, 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 Sports Venue Operation and Management Service 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 Sports Venue Operation and Management Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sports Venue Operation and Management Service Market, Segmentation by Type:

Event Ticketing Operation Service

Venue Leasing Operation Service

Sponsorship, Advertising and Membership Operation Service

Global Sports Venue Operation and Management Service Market, Segmentation by Content:

Entrusted Operation Service

Lease Operation Service

Joint Operation Service

Global Sports Venue Operation and Management Service Market, Segmentation by Application:

Professional Sports Events

Public Fitness and Recreation

Cultural, Entertainment and Commercial Events

Companies Profiled:

ASM Global

Oak View Group

Legends Global

AEG Worldwide

Madison Square Garden Entertainment

Kroenke Sports & Entertainment

Comcast Spectacor

GL events

NEC Group

Sodexo Group

CTS Eventim

China Sports Industry Group Co., Ltd.

China National Sports Group

Shanghai Jiushi Sports Management Co., Ltd.

Wanda Sports Group

Tokyo Dome Corporation

Mizuno Sports Service

Seoul Facilities Corporation

Key Questions Answered

1. How big is the global Sports Venue Operation and Management Service market?
2. What is the demand of the global Sports Venue Operation and Management Service market?
3. What is the year over year growth of the global Sports Venue Operation and Management Service market?
4. What is the total value of the global Sports Venue Operation and Management Service market?
5. Who are the Major Players in the global Sports Venue Operation and Management Service market?
6. What are the growth factors driving the market demand?

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