

Philippines Event Management Software Market Size, Share, Trends and Forecast by Component Type, Deployment Type, Organization Size, End Use Sector, and Region, 2026-2034

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Abstracts

The Philippines event management software market size reached USD 66.5 Million in 2025. The market is projected to reach USD 129.1 Million by 2034, exhibiting a growth rate (CAGR) of 7.42% during 2026-2034. The market is expanding with increasing adoption of hybrid events, digital payment integration, and compliance-driven platforms. Rising demand for mobile-first tools, analytics, and sustainability features continues to strengthen Philippines event management software market share across corporate, educational, and government-led event segments.

PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET TRENDS:

Hybrid Events Reshape Demand and Spend

Meetings are returning while remote attendance stays popular, so planners now expect one tool to handle onsite, virtual, and replay in one workflow. Vendors winning in the Philippines focus on mobile-first registration, QR check-ins, session streaming, and post-event content that can be sold or gated for leads. Tourism recovery, corporate training, and government outreach days are feeding steady calendar activity, while 5G rollout and high smartphone use improve attendee engagement features like live polling and chat. Pricing clarity, seat-based models, and freemium trials help small organizers and schools test before scaling. Local reseller support matters for venue coordination and staff training. Integrations with video platforms reduce switching costs, and templates shorten setup time for repeat roadshows. Demand is also rising for booth matchmaking and sponsored microsites that convert interest into meetings. These drivers are lifting

Philippines event management software market growth, especially for cloud tools that can run lightweight agendas and handle last-minute changes. Archipelago logistics keep hybrid attractive because travel budgets vary by province; the same agenda can reach regional audiences with minimal extra cost. Tools that simplify certificates, CPD tracking, and feedback loops are becoming standard, tightening renewal rates and multi-year contracts.

Payments, Compliance, and Smart Analytics

Merchants want ticketing that accepts local rails and wallets, so platforms that support GCash, Maya, PESONet, and InstaPay clear faster and reduce no-shows. Built-in invoicing and receipt templates help corporate buyers reconcile spend. Data Privacy Act requirements push consent capture, fine-grained permissions, and secure data exports; audit trails, SSO, and MFA are now routine in enterprise bids. Organizers also ask for offline-capable check-ins for venues with unstable connectivity, plus alerting that flags capacity limits, queue buildup, and crowd flow violations. Sponsorship teams need attribution, so UTM tagging, lead scans, and CRM connectors (email tools and sales hubs) are prioritized. AI features are moving from hype to utility: suggested agendas, interest-based recommendations, and de-duplicated leads shorten planning cycles and improve exhibitor ROI. Sustainability fields—waste, energy, digital badges—are included more often in RFPs as companies report on event footprints. Universities and agencies favor vendors with local onboarding and Filipino/English support. Reliability during typhoon season keeps uptime and disaster recovery on procurement checklists. Altogether, payment breadth, compliance depth, and usable analytics now decide renewals, not just feature counts, steering budgets toward platforms that prove revenue lift and cleaner operations.

PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional level for 2026-2034. Our report has categorized the market based on component type, deployment type, organization size, and end use sector.

Component Type Insights:

Software

Venue Management Software

Ticketing Software

Event Registration Software

Event Marketing Software

Event Planning Software

Others Content Management Software Visitor Management Software
Analytics and Reporting Software Resource Scheduling Software Others

Services

Professional Services Deployment and Integration Construction Support
and Maintenance

Managed Services

Others

Content Management Software

Visitor Management Software

Analytics and Reporting Software

Resource Scheduling Software

Others

Professional Services

Deployment and Integration

Construction

Support and Maintenance

The report has provided a detailed breakup and analysis of the market based on the component type. This includes software [venue management software, ticketing software, event registration software, event marketing software, event planning software, and others (content management software, visitor management software, analytics and reporting software, resource scheduling software, and others)] and services [professional services (deployment and integration, construction, support and maintenance) and managed services].

Deployment Type Insights:

On-Premises

Cloud

A detailed breakup and analysis of the market based on the deployment type have also been provided in the report. This includes on-premises and cloud.

Organization Size Insights:

Small and Medium Enterprises

Large Enterprises

The report has provided a detailed breakup and analysis of the market based on the organization size. This includes small and medium enterprises and large enterprises.

End Use Sector Insights:

Corporate

Government

Third-Party Planner

Education

Mining

A detailed breakup and analysis of the market based on the end use sector have also been provided in the report. This includes corporate, government, third-party planner, education, mining, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Philippines event management software market performed so far and how will it perform in the coming years?

What is the breakup of the Philippines event management software market on the basis of component type?

What is the breakup of the Philippines event management software market on the basis of deployment type?

What is the breakup of the Philippines event management software market on the basis of organization size?

What is the breakup of the Philippines event management software market on the basis of end use sector?

What is the breakup of the Philippines event management software market on the basis of region?

What are the various stages in the value chain of the Philippines event management software market?

What are the key driving factors and challenges in the Philippines event management software market?

What is the structure of the Philippines event management software market and who are the key players?

What is the degree of competition in the Philippines event management software market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET - BREAKUP BY COMPONENT TYPE

- 6.1 Software
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Segmentation
 - 6.1.3.1 Venue Management Software
 - 6.1.3.2 Ticketing Software

- 6.1.3.3 Event Registration Software
- 6.1.3.4 Event Marketing Software
- 6.1.3.5 Event Planning Software
- 6.1.3.6 Others
 - 6.1.3.6.1 Content Management Software
 - 6.1.3.6.2 Visitor Management Software
 - 6.1.3.6.3 Analytics and Reporting Software
 - 6.1.3.6.4 Resource Scheduling Software
 - 6.1.3.6.5 Others

6.1.4 Market Forecast (2026-2034)

6.2 Services

- 6.2.1 Overview
- 6.2.2 Historical and Current Market Trends (2020-2025)
- 6.2.3 Market Segmentation
 - 6.2.3.1 Professional Services
 - 6.2.3.1.1 Deployment and Integration
 - 6.2.3.1.2 Construction
 - 6.2.3.1.3 Support and Maintenance
 - 6.2.3.2 Managed Services
- 6.2.4 Market Forecast (2026-2034)

7 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET - BREAKUP BY DEPLOYMENT TYPE

7.1 On-Premises

- 7.1.1 Overview
- 7.1.2 Historical and Current Market Trends (2020-2025)
- 7.1.3 Market Forecast (2026-2034)

7.2 Cloud

- 7.2.1 Overview
- 7.2.2 Historical and Current Market Trends (2020-2025)
- 7.2.3 Market Forecast (2026-2034)

8 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET - BREAKUP BY ORGANIZATION SIZE

8.1 Small and Medium Enterprises

- 8.1.1 Overview
- 8.1.2 Historical and Current Market Trends (2020-2025)

- 8.1.3 Market Forecast (2026-2034)
- 8.2 Large Enterprises
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Forecast (2026-2034)

9 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET - BREAKUP BY END USE SECTOR

- 9.1 Corporate
 - 9.1.1 Overview
 - 9.1.2 Historical and Current Market Trends (2020-2025)
 - 9.1.3 Market Forecast (2026-2034)
- 9.2 Government
 - 9.2.1 Overview
 - 9.2.2 Historical and Current Market Trends (2020-2025)
 - 9.2.3 Market Forecast (2026-2034)
- 9.3 Third-Party Planner
 - 9.3.1 Overview
 - 9.3.2 Historical and Current Market Trends (2020-2025)
 - 9.3.3 Market Forecast (2026-2034)
- 9.4 Education
 - 9.4.1 Overview
 - 9.4.2 Historical and Current Market Trends (2020-2025)
 - 9.4.3 Market Forecast (2026-2034)
- 9.5 Mining
 - 9.5.1 Overview
 - 9.5.2 Historical and Current Market Trends (2020-2025)
 - 9.5.3 Market Forecast (2026-2034)
- 9.6 Others
 - 9.6.1 Historical and Current Market Trends (2020-2025)
 - 9.6.2 Market Forecast (2026-2034)

10 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET – BREAKUP BY REGION

- 10.1 Luzon
 - 10.1.1 Overview
 - 10.1.2 Historical and Current Market Trends (2020-2025)

- 10.1.3 Market Breakup by Component Type
- 10.1.4 Market Breakup by Deployment Type
- 10.1.5 Market Breakup by Organization Size
- 10.1.6 Market Breakup by End Use Sector
- 10.1.7 Key Players
- 10.1.8 Market Forecast (2026-2034)
- 10.2 Visayas
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Breakup by Component Type
 - 10.2.4 Market Breakup by Deployment Type
 - 10.2.5 Market Breakup by Organization Size
 - 10.2.6 Market Breakup by End Use Sector
 - 10.2.7 Key Players
 - 10.2.8 Market Forecast (2026-2034)
- 10.3 Mindanao
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Component Type
 - 10.3.4 Market Breakup by Deployment Type
 - 10.3.5 Market Breakup by Organization Size
 - 10.3.6 Market Breakup by End Use Sector
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)

11 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview

- 12.1.2 Services Offered
- 12.1.3 Business Strategies
- 12.1.4 SWOT Analysis
- 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview
 - 12.3.2 Services Offered
 - 12.3.3 Business Strategies
 - 12.3.4 SWOT Analysis
 - 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 PHILIPPINES EVENT MANAGEMENT SOFTWARE MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview

- 13.2.2 Bargaining Power of Buyers
- 13.2.3 Bargaining Power of Suppliers
- 13.2.4 Degree of Competition
- 13.2.5 Threat of New Entrants
- 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: Philippines Event Management Software Market Size, Share, Trends and Forecast by Component Type, Deployment Type, Organization Size, End Use Sector, and Region, 2026-2034

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