

South Korea Virtual Events Market Report by Type (Video Conferencing and Unified Communications and Collaborations, Web Conferencing), Solution Type (Webinars and Enterprise Streaming, Networking and Collaborations, Content Sharing and Media Development, Event Marketing, and Others), Application (Virtual Conferences, Virtual Tradeshow, Online Education Programs, Virtual Reality Exhibitions, and Others), End Use (Corporate, Education, Healthcare, Finance and Banking, Government, and Others), and Region 2026-2034

<https://marketpublishers.com/r/SEFFA219769AEN.html>

Date: July 2026

Pages: 118

Price: US\$ 2,999.00 (Single User License)

ID: SEFFA219769AEN

Abstracts

South Korea virtual events market size reached USD 4.8 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 29.8 Billion by 2034, exhibiting a growth rate (CAGR) of 21.96% during 2026-2034. The growing focus of organizations on providing a platform for remote interaction across diverse locations through various connected devices, such as smartphones, laptops, desktop computers, and tablets, is primarily augmenting the regional market.

Virtual events, also referred to as online events, facilitate virtual interaction across different locations through various connected devices like smartphones, laptops, desktop computers, and tablets. They provide flexibility and scalability at remote locations and enable real-time language translation in multiple languages. Virtual events maximize audience reach while simultaneously minimizing event costs. Additionally, they contribute to improved data tracking of attendees, increased accessibility,

enhanced revenue generation for businesses, and an augmented brand image. In line with this, virtual events play a crucial role in building trust among customers, boosting business sales, and reducing travel-related expenses. Their widespread usage for efficiently conducting webinars, live streams, trade shows, online classes, product launches, corporate meetings, and virtual tours is contributing to the growing demand for virtual events across the country.

SOUTH KOREA VIRTUAL EVENTS MARKET TRENDS:

The South Korea virtual events market has become a dynamic and integral part of the country's business landscape, representing a shift towards innovative and flexible modes of interaction. This market thrives on the inherent benefits of virtual events, offering unparalleled flexibility and scalability at remote locations. Moreover, the South Korea virtual events market is witnessing a surge in demand due to its multifaceted advantages. These events enable enhanced data tracking of attendees, contributing to improved analytics and insights. Besides this, businesses find virtual events to be a lucrative avenue for revenue generation while simultaneously enhancing their brand image. The cost-effective nature of virtual events, combined with their ability to offer diverse and engaging content, has fueled their popularity in various sectors, thereby acting as another significant growth-inducing factor. Furthermore, this adaptability to different types of events and the growing recognition of their efficacy in a tech-savvy society will position the South Korea virtual events market as a vital player in reshaping the landscape of business communication and engagement over the forecasted period.

SOUTH KOREA VIRTUAL EVENTS MARKET SEGMENTATION:

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

Type Insights:

Video Conferencing and Unified Communications and Collaborations

Web Conferencing

The report has provided a detailed breakup and analysis of the market based on the type. This includes video conferencing and unified communications and collaborations

and web conferencing.

Solution Type Insights:

Webinars and Enterprise Streaming

Networking and Collaborations

Content Sharing and Media Development

Event Marketing

Others

A detailed breakup and analysis of the market based on the solution type have also been provided in the report. This includes webinars and enterprise streaming, networking and collaborations, content sharing and media development, event marketing, and others.

Application Insights:

Virtual Conferences

Virtual Tradeshows

Online Education Programs

Virtual Reality Exhibitions

Others

The report has provided a detailed breakup and analysis of the market based on the application. This includes virtual conferences, virtual tradeshows, online education programs, virtual reality exhibitions, and others.

End Use Insights:

Corporate

Education

Healthcare

Finance and Banking

Government

Others

A detailed breakup and analysis of the market based on the end use have also been provided in the report. This includes corporate, education, healthcare, finance and banking, government, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

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 South Korea virtual events market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea virtual events market on the basis of type?

What is the breakup of the South Korea virtual events market on the basis of solution type?

What is the breakup of the South Korea virtual events market on the basis of application?

What is the breakup of the South Korea virtual events market on the basis of end use?

What are the various stages in the value chain of the South Korea virtual events market?

What are the key driving factors and challenges in the South Korea virtual events?

What is the structure of the South Korea virtual events market and who are the key players?

What is the degree of competition in the South Korea virtual events market?

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