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Global Event Marketing Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Event Marketing Services market size is predicted to grow from US$ 958 million in 2025 to US$ 1375 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 2032.

Event marketing services refer to services that involve planning, organizing, and executing various events to achieve marketing goals such as brand promotion, product sales, and customer relationship building. These events can be online or offline, including product launches, industry summits, exhibitions, roadshows, and experiential events. Through careful planning and execution, event marketing can effectively attract target audiences, enhance brand awareness, and increase market influence.

The event marketing services industry is undergoing significant transformation and innovation. With the advent of the digital age, a hybrid model combining online and offline marketing is becoming the mainstream. Some important industry trends include:

Online-Offline Integration: Combining online and offline events to create richer user experiences and expand the impact of events. For example, using live streaming, virtual reality, and other technologies to extend offline events online and attract more viewers.

Data-Driven Marketing: Leveraging data analysis techniques to understand audience needs and optimize event planning and execution, improving event effectiveness.

Experiential Marketing: Providing immersive experiences to create emotional connections with the brand and enhance brand loyalty.

Social Media Marketing: Utilizing social media platforms to expand the impact of events

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and attract more participants.

Sustainable Development: Focusing on environmental protection and social responsibility by organizing green events to establish a positive brand image.

Virtual and Augmented Reality Technology: Using VR/AR technology to create more interactive and immersive event experiences.

LPI (LP Information)' newest research report, the ?Event Marketing Services Industry Forecast? looks at past sales and reviews total world Event Marketing Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Event Marketing Services sales for 2026 through 2032. With Event Marketing Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Event Marketing Services industry.

This Insight Report provides a comprehensive analysis of the global Event Marketing Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Event Marketing Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Event Marketing Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Event Marketing Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Event Marketing Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Event Marketing Services market by product type, application, key players and key regions and countries.

Segmentation by Type:

B2B Event

B2C Event

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Segmentation by Application:

- Large Enterprises
- SMEs

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Jack Morton

Groove Jones

Inbox Army

Volts Consulting

Sagefrog Marketing Group

Kamreno

Callbox

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Zaya Production

Altlier

Gillen Design

Twofold Marketing

EP Agency

STOUT Creative

Envisionary Studio

Giant Leap Video Production

Chris Sidoruk Media

Billboard Express

Levo

Cryptorsy

Brain Brand

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