

Global Event and Performance Ticket Booking Platform Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Event and Performance Ticket Booking Platform market size is predicted to grow from US\$ 72422 million in 2025 to US\$ 12219 million in 2032; it is expected to grow at a CAGR of 7.9% from 2026 to 2032.

Event and performance ticketing booking platforms refer to digital systems that provide users with a full range of services, including online inquiry, seat selection, payment, e-ticket generation, and entry verification, for concerts, sporting events, theatrical performances, exhibitions, and various offline events via the internet or mobile applications. These platforms typically connect organizers, venues, and consumers, enabling functions such as ticket inventory management, dynamic pricing, anti-scalping control, data analysis, and marketing distribution. Essentially, they are a combination of offline cultural and entertainment consumption and online digital transaction systems.

The overall future prospects for event and performance ticketing platforms remain positive, primarily benefiting from the recovery of offline entertainment consumption, the booming performance economy, and the increasing penetration rate of digital ticketing. With the growing demand for music festivals, sporting events, and immersive entertainment experiences, users are increasingly reliant on instant ticket purchases, mobile e-tickets, intelligent seat selection, and personalized recommendations. Simultaneously, AI and big data are driving ticketing systems towards dynamic pricing, anti-scalping identification, and precision marketing. Furthermore, platforms are gradually expanding from simple ticket sales to an ecosystem of 'content + ticketing + social + derivative consumption,' making them important traffic entrances and transaction infrastructure for the cultural and entertainment industry, and ensuring stable long-term growth potential.

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

This Insight Report provides a comprehensive analysis of the global Event and Performance Ticket Booking Platform 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 and Performance Ticket Booking Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Event and Performance Ticket Booking Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Event and Performance Ticket Booking Platform 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 and Performance Ticket Booking Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of Event and Performance Ticket Booking Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

On-premise

Cloud-based

Segmentation by Business Model:

Primary Ticketing Platform

Secondary Ticketing Market

Segmentation by User End Type:

B2C Ticketing Platform

B2B Ticketing System

B2B2C Platform

Segmentation by Application:

Music Performances

Sports Events

Drama/Stage Plays

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

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.

Alibaba Group

Maoyan Entertainment

Taihe Music Group

Lawson Entertainment?

Pia Corporation

Ticketmaster Entertainment, LLC

Eventbrite

Viagogo

?DICE

Live Nation Entertainment

CTS Eventim AG & Co. KGaA

NOL Universe

Hansae Yes24 Holdings Co., Ltd

Kakao Entertainment Corp.

KKBOX

TixCraft Information Co., Ltd.

Ticketmelon

EVP Corporation Co., Ltd.

Big Tree Entertainment Pvt. Ltd.

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