

Global Sports Event Operation and Management Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G2EACC445191EN.html>

Date: May 2026

Pages: 140

Price: US\$ 3,660.00 (Single User License)

ID: G2EACC445191EN

Abstracts

The global Sports Event Operation and Management market size is predicted to grow from US\$ 1577 million in 2025 to US\$ 3298 million in 2032; it is expected to grow at a CAGR of 11.3% from 2026 to 2032.

Sports Event Operation and Management is a professional service focused on the planning, organization, operation, and commercial management of sports competitions and athletic events, covering activities such as venue coordination, athlete registration, scheduling, marketing and promotion, ticketing systems, sponsorship management, broadcasting coordination, and on-site operations. Upstream, it relies on venue owners, equipment suppliers, media platforms, ticketing technology providers, and security and logistics companies; midstream consists of event operators and sports management firms responsible for execution and commercial integration; downstream includes sponsors, advertisers, broadcasters, fans, and tourism-related businesses. By integrating resources across the sports industry chain, sports event management transforms competitive sports content into structured, commercially viable events, generating value through ticket sales, media rights, sponsorships, and fan engagement services.

United States market for Sports Event Operation and Management is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Sports Event Operation and Management is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Sports Event Operation and Management is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Sports Event Operation and Management players cover AEG Sports, IMG, Infront Sports & Media, Octagon, Wasserman, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Event Operation and Management 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 Sports Event Operation and Management.

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

Segmentation by Type:

For Event Organizers

For Brands

For Media Outlets

Others

Segmentation by Content:

Event Operation Services

Business Development and Sponsorship Services

Copyright Management and Content Distribution

Ticketing and Customer Management Services

Others

Segmentation by Application:

Event Administrators

Event Participants

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.

AEG Sports

IMG

Infront Sports & Media

Octagon

Wasserman

Lagardère Sports

Live Nation Entertainment

GMR Marketing

TEG Sport

Endeavor

On Location Experiences

Nielsen Sports

CSM Sport & Entertainment

Riedel Communications

Deltatre

ASM Global

Populous

Eventim Sports

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