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Global Live Events Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Live Events market size is predicted to grow from US$ 1032370 million in 2025 to US$ 910340 million in 2031; it is expected to grow at a CAGR of -2.1% from 2025 to 2031.

Live events refer to any event or performance that occurs in real-time, where the audience experiences the activity as it happens. These events are typically hosted in physical venues, but with the advancement of technology, they are also streamed online for broader audiences. Live events can include music concerts, sports games, theater performances, festivals, conferences, and other activities that involve audience participation or observation.

Live events are a significant aspect of entertainment, culture, and business. They provide audiences with an immersive and interactive experience, whether attending in person or via live-streaming platforms. Music festivals and concerts are among the most popular types of live events, where fans gather to enjoy their favorite artists and bands. Similarly, sports events bring communities together to celebrate athletic talent, while theater performances provide a platform for artistic expression. In recent years, virtual and hybrid events have gained popularity, combining the benefits of in-person participation with the convenience of online access. These live events, regardless of their format, create memorable experiences, foster community engagement, and are crucial in many industries, from entertainment to business networking.

United States market for Live Events is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Live Events is estimated to increase from US$ million in 2024 to US$

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million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Live Events is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Live Events players cover Damai, Meituan, Taopiaopiao, Huya, NetEase Cloud Music, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Live Events Industry Forecast” looks at past sales and reviews total world Live Events sales in 2024, providing a comprehensive analysis by region and market sector of projected Live Events sales for 2025 through 2031. With Live Events sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Live Events industry.

This Insight Report provides a comprehensive analysis of the global Live Events 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 Live Events portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Live Events market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Live Events 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 Live Events.

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

Segmentation by Type:

Event Ticketing

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Live Event Production Services

Live Camera

Live Music

Others

Segmentation by Application:

Entertainment Events

Sports Events

Music Concerts

Corporate Events and Seminars

Exhibitions and Conferences

Festivals

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

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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

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from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Damai

Meituan

Taopiaopiao

Huya

NetEase Cloud Music

Yongle Ticket

Fengniao Ticket

Shanghai Grand Theatre

PiaoNiu

Live Nation

AEG Live

Eventbrite

Ticketmaster

Cvent

Viagogo

StubHub

MSG Entertainment

Eventim

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Pollen

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