

Online Event Ticketing Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

2 – 3 business days after placing order

Online Event Ticketing Trends and Forecast

The future of the global online event ticketing market looks promising with opportunities in the sports, music, and movie markets. The global online event ticketing market is expected to reach an estimated \$1641.7 billion by 2030 with a CAGR of 3.5% from 2024 to 2030. The major drivers for this market are the increased internet usage and proliferation, along with the expanding practice of using mobile applications to purchase tickets for live events.

Lucintel forecasts that, within the platform category, the desktop is expected to witness the highest growth over the forecast period due to the increasing use of 4G and 3G high-speed connectivity.

Within this event type category, music is expected to witness the highest growth due to the rising interest in immersive and distinctive experiences, as well as the growing popularity of live music events.

In terms of regions, APAC is expected to witness the highest growth over the forecast period due to the rise in broadband usage, a move toward a more Western way of life, and the opening of new-age theaters.

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Emerging Trends in the Online Event Ticketing Market

With the growth of the digital era, several factors such as consumer requirements, advancements in technologies, and regulatory requirements are driving changes in the online event ticketing market. These trends seek to improve the user experience, widen the scope of payment methods, and ease access to services or events.

Adoption of Mobile Ticketing and QR Codes: Mobile ticketing has become a trend, particularly among consumers, as the majority prefer using smartphones for ticket purchases, storage, and access at events. QR code integration makes it possible to gain entry without physical contact, improving security and privacy. Solutions incorporating mobile devices have become the norm, adding to the ability of platforms to create and maintain strong user engagement.

Use of Blockchain Technology to Prevent Fraud: Blockchain technology is gaining traction for offering secure ticket transactions and preventing ticket abuse. Smart contracts and decentralized ledger systems make it impossible for fraudsters to sell counterfeit tickets on the platform, as real tickets are linked to their verified owners. This not only greatly reduces ticket fraud but also creates a more equitable and dependable platform.

AI Recommendation Systems Become the Future: AI-based recommendation engines are increasingly being integrated into online ticketing systems. These systems suggest purchases based on an individual's past purchases or searches. Artificial intelligence enables users to search for events matching their preferences, thus enhancing ticket sales and improving consumers' experiences.

Multievent Platform Expansion: There is a growing trend of multi-event platforms where consumers can buy tickets for various types of events, such as concerts, sports, or even conferences, from the same platform. This trend creates convenience for users, as they can plan for multiple events and buy tickets all at once from a single site, thus promoting ticket sales through event marketing.

Green Event Saga and Ticketing Options: Environmental preservation is becoming increasingly relevant for the ticketing industry as well. Fewer printed tickets and fewer paper-based solutions are being utilized as firms strive to increase environmental performance and reduce waste. Some companies are

exploring ways to reduce the energy consumption of blockchain technology, which can improve their environmental credentials and appeal to audiences who care about sustainability.

These trends are transforming the online event ticketing market by enhancing ease of use, improving security, and providing personalized and greener options. AI, blockchain, and mobile-first solutions will continue to be the driving forces in the evolution of the ticketing market, as technology advances and allows customers to buy event tickets in a simpler, more secure, and more efficient manner.

Recent Developments in the Online Event Ticketing Market

The mistakes involving the expenditure of cash and the purchase of tickets are being resolved due to contactless ticketing through mobile submissions and QR codes. The causes of such market evolution can be directly linked to the development of technology, shifting consumer behavior, and an increasingly competitive environment. Below are five critical developments currently shaping the market.

Growth of Contactless & Mobile Ticketing: As consumers have embraced the concept of contacting event hosts online, ticketing systems have undergone modernization, including multilingual approaches. Additionally, more customers are using QR codes as an easy way to display mobile tickets for attendance, which are stored in separate applications. This trend has been especially emphasized post-pandemic, where a more effective and safe way to attend such events is provided.

Integration of Blockchain Technology for Ticket Authenticity: Blockchain technology is increasingly being integrated into online ticketing platforms to prevent ticket fraud and ensure authenticity. With this technology, ticket ownership and sales are recorded, allowing for greater transparency in the market. This helps curb ticket scalping and assures consumers when buying tickets.

Personalized Ticket Suggestions Using AI: The application of artificial intelligence has improved the efficiency of how consumers buy their tickets. AI recommendation engines suggest tickets based on users' preferences, purchase history, and search activity. This development enhances the user experience by ensuring consumers are directed to events they are more likely to

attend, thus increasing sales and customer retention.

Emergence of Multi-event Platforms: Convenience has been a key driver of the multi-event platforms trend, as more users seek simpler solutions. Consumers are increasingly using platforms that sell tickets for concerts, sports events, and theater performances. Engagement increases, as does the ease of purchasing, which boosts inter-event sales and customer retention.

Rise of Sustainable Ticketing Options: Sustainability is becoming a vital factor for consumers and event organizers alike. Ticketing platforms are now emphasizing paperless ticketing and minimizing carbon footprints by adopting fully electronic ticketing. This eco-friendly shift aligns with global trends and attracts environmentally conscious consumers, branding platforms as responsible and future-oriented.

These advancements have enhanced the market for online event tickets by emphasizing convenience, safety, and ecological sustainability. Mobile ticketing, blockchain technology, AI, and multi-event platforms represent innovations that show how the industry is evolving towards faster, more customized, and eco-friendly services. These trends will continue to influence the expansion prospects of the industry.

Strategic Growth Opportunities for Online Event Ticketing Market

The market for online event ticket sales presents several opportunities for growth, which are enhanced by new technologies, changing preferences, and increasing demand for focused, efficient processes in hosting events. Below are five strategic growth opportunities currently impacting the market.

Development of Mobile Ticketing: With the ever-increasing use of smartphones, mobile ticketing has become much easier and is a growth area. Platforms can benefit from shifts in consumer demand by implementing mobile-first approaches that cover the entire event ticketing and the event itself. This method not only facilitates higher sales but also enhances consumer comfort and security.

Geographical Expansion of Online Platforms: There is a significant opportunity for growth by expanding online platforms into untapped regions, especially emerging markets. The rising demand for purchasing event tickets online, driven

by increased internet access and rising disposable incomes in regions such as Southeast Asia and Africa, presents new revenue opportunities for international platforms.

Combination with Event Streaming Platforms: An important growth opportunity lies in combining the sale of tickets with streaming platforms, as virtual events and live streaming become the new trend. There is a high demand for digital access to concerts, sports events, and conferences among global audiences. Expanding the availability of platforms for virtual event ticketing will open up new sales and audiences.

Partnerships with Event Organizers and Venues: A case can be made for the integration of online ticketing services with event organizers and venues to offer exclusive ticketing services. This helps increase the number of platforms available for a particular event, thus solidifying the platform's position in the market and expanding the consumer base.

Adoption of Blockchain for Transparent Ticketing: Another area that can significantly contribute to the development of this business is the use of blockchain technology, which guarantees ticket authenticity and reduces fraud. If implemented, platforms with more efficient and transparent systems will attract consumers, who will be more likely to patronize these platforms and help advertise them, thereby improving brand perception.

These strategic growth opportunities highlight the changing dynamics of the online event ticketing market. The expansion of platforms into new regions, improvements in mobile ticketing features, and the introduction of blockchain with virtual event streaming will continue to drive the industry's growth in complexity and scope. This will enable consumers to easily and securely book events.

Online Event Ticketing Market Driver and Challenges

The online event ticketing market is influenced by technological, economic, and regulatory drivers and challenges. It is important to recognize these factors to be successful in the market and sustain further growth. Below are the main drivers and challenges impacting the market.

The factors driving the online event ticketing market include:

Advances in Mobile Tickets: The emergence of mobile technology is one of the key factors influencing the growth of the online ticketing market. Mobile ticketing offers customers a more efficient and secure means of acquiring, storing, and presenting tickets. The increasing number of smartphones and mobile apps is creating more opportunities for growth in this sector.

More Events Being Held: Live events such as concerts, sports games, conferences, and festivals have always fueled the online ticketing market, and they continue to do so. With a growing number of consumers attending more events, there is a proportional increase in demand for online platforms that facilitate easy and secure ticket purchases.

Data Analytics and AI Assist in Online Ticketing Sales: Ticketing platforms can leverage data analytics and AI to better engage clients by offering personalized recommendations that enhance their experience and increase sales. AI-driven platforms can suggest events based on customer profiles, which helps increase attendance and revenue.

Increasing Demand for Contactless Ticketing: The COVID-19 pandemic acted as a catalyst for the acceleration of contactless ticketing. Digital ticketing, where consumers simply scan tickets on their phones, has become the preferred method due to its convenience and safety. Adoption of these platforms has grown as a result.

Government Support for Digital Ticketing Solutions: Governments and regulators are actively encouraging the use of electronic payment methods, which is attractive to the online ticketing sector. These policies help increase the security and smoothness of transactions, making it easier for consumers to buy tickets online, thereby expanding the market size.

Challenges in the online event ticketing market:

Ticket Scalping and Ticket Fraud: Ticket scalping and fraudulent sales are persistent issues in the online ticketing industry. Platforms must use more sophisticated solutions, such as blockchain, to secure legitimate tickets and ensure accuracy in sales.

Competition and Pricing Pressure: The online event ticketing market is highly

competitive, with several platforms vying for market share. Consumers' low price sensitivity presents barriers to profitability, especially for high-demand events.

Restrictions on the Ticket Market in Some Regions: There is no uniformity in legislation across countries regarding online ticketing and consumer protection laws. Such legal hurdles can be perplexing for platforms seeking to enter markets with differing legal frameworks.

Mobile technologies, the growth of live events, and AI integration are the primary factors pushing the online event ticketing system forward. However, challenges such as ticket fraud, competition, and regional restrictions must be addressed to prevent harm to market growth. Overall, the market is progressing with a clear focus on new technologies, consumer protection, and satisfaction.

List of Online Event Ticketing Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies online event ticketing companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the online event ticketing companies profiled in this report include-

AOL

Bigtree

Carnival Cinemas

Cinemark Holdings

Cineplex

KyaZoonga

PVR

EasyMovies

VOX Cinemas

TickPick

Online Event Ticketing by Segment

The study includes a forecast for the global online event ticketing by platform, event type, and region.

Online Event Ticketing Market by Platform [Analysis by Value from 2018 to 2030]:

Desktop

Mobile

Online Event Ticketing Market by Event Type [Analysis by Value from 2018 to 2030]:

Sports

Music

Movies

Online Event Ticketing Market by Region [Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

Country Wise Outlook for the Online Event Ticketing Market

The online event ticketing industry has been on a constant upward trajectory and undergoing rapid changes in various regions across the globe due to technological developments, changes in individuals' consumption patterns, and the emergence of mobile-centric solutions to the problem of event ticketing. However, this trend is shifting due to the increasing number of people in countries such as the USA, China, Germany, India, and Japan utilizing the Internet to buy tickets for various events, whether concerts, sporting shows, theater, or conferences.

United States: Increase in Mobile App Ticket Sales and Contactless Ticketing: Contactless ticketing has not been widely adopted, but even post-pandemic, it continues to fuel growth. Online ticketing has also shifted to mobile-based ticketing, with mobile applications offering ticket sales to users for increased accessibility and speed. Companies are adopting new technologies such as blockchain for payment and ticketing, and AI, which provides tailored recommendations for redirection to kiosks or stores.

China: Local Event Platforms and E-Commerce Integration: In the China region, players like Damai and Maoyan, which are engaged in online event ticketing, are prevalent due to effective e-commerce linkages with pivotal players such as the Alibaba and Tencent ecosystems. The growing number of live events, especially concerts and esports competitions, coupled with an increase in demand for ready-to-consume digital content, are primary factors fueling the growth of the market. More and more events are being made cashless, as is the case across China.

Germany: Prioritization of Security and Sustainability: German authorities are working to improve security elements in online ticket purchasing systems by enhancing two-factor authentication and implementing fraud detection features. A shift toward paperless ticketing is also gaining traction, aimed at saving paper and supporting electronic tickets. To be more eco-friendly, ticketing platforms are increasingly shifting toward environmentally friendly practices due to customer concerns about sustainability.

India: Growing Preference for Mobile and Cashless Payments: Mobile ticketing in India is on the rise, with over 600 million people in the total population owning a smartphone, a number that is increasing alongside the acceptance of digital payments. Mobile applications and QR code tickets are easily available through

platforms like Book My Show, enabling bill payments. The demand for the industry is further strengthened by exciting events, including Bollywood concerts and other sports leagues within the region.

Japan: Synergy with Tourism and Other Events: Japan online event ticket sales are expanding, and platforms like Lawson Ticket and Pia are rising due to strong links with tourism and international events. With a surge in worldwide travel to Japan, there is a demand for such platforms for tickets to events like traditional festivals, sporting events, and pop culture shows. Furthermore, the market also has a strong focus on providing multidimensional, secure online payment systems.

Features of the Global Online Event Ticketing Market

Market Size Estimates: Online event ticketing market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Online event ticketing market size by platform, event type, and region in terms of value (\$B).

Regional Analysis: Online event ticketing market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different platform, event type, and regions for the online event ticketing market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the online event ticketing market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

If you are looking to expand your business in this or adjacent markets, then contact us. We have done hundreds of strategic consulting projects in market entry, opportunity screening, due diligence, supply chain analysis, M & A, and more.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the online event ticketing market by platform (desktop and mobile), event type (sports, music, and movies), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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