

Global Event Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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Abstracts

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Event market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Event market are covered in Chapter 9:

Pollstar

BCD Group (BCD Meetings & Events)

Cvent Inc.

ATPI Ltd.

Access Destination Services

Live Nation Worldwide Inc.

Reed Exhibitions

Outback Concerts

Entertaining Asia

StubHub

Questex LLC

Capita Plc.

Anschutz Entertainment Group

Riviera Events

In Chapter 5 and Chapter 7.3, based on types, the Event market from 2017 to 2027 is primarily split into:

Music Concert

Festivals

Sports

Exhibitions & Conferences

Corporate Events & Seminars

Others

In Chapter 6 and Chapter 7.4, based on applications, the Event market from 2017 to 2027 covers:

Below 20 years

21–40 years

41 years & Above

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Event market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global

supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we elaborate at full length on the impact of the pandemic and the war on the Event Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report. Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022
Forecast Period: 2022-2027

Contents

1 EVENT MARKET OVERVIEW

- 1.1 Product Overview and Scope of Event Market
- 1.2 Event Market Segment by Type
 - 1.2.1 Global Event Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)
- 1.3 Global Event Market Segment by Application
 - 1.3.1 Event Market Consumption (Sales Volume) Comparison by Application (2017-2027)
- 1.4 Global Event Market, Region Wise (2017-2027)
 - 1.4.1 Global Event Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)
 - 1.4.2 United States Event Market Status and Prospect (2017-2027)
 - 1.4.3 Europe Event Market Status and Prospect (2017-2027)
 - 1.4.4 China Event Market Status and Prospect (2017-2027)
 - 1.4.5 Japan Event Market Status and Prospect (2017-2027)
 - 1.4.6 India Event Market Status and Prospect (2017-2027)
 - 1.4.7 Southeast Asia Event Market Status and Prospect (2017-2027)
 - 1.4.8 Latin America Event Market Status and Prospect (2017-2027)
 - 1.4.9 Middle East and Africa Event Market Status and Prospect (2017-2027)
- 1.5 Global Market Size of Event (2017-2027)
 - 1.5.1 Global Event Market Revenue Status and Outlook (2017-2027)
 - 1.5.2 Global Event Market Sales Volume Status and Outlook (2017-2027)
- 1.6 Global Macroeconomic Analysis
- 1.7 The impact of the Russia-Ukraine war on the Event Market

2 INDUSTRY OUTLOOK

- 2.1 Event Industry Technology Status and Trends
- 2.2 Industry Entry Barriers
 - 2.2.1 Analysis of Financial Barriers
 - 2.2.2 Analysis of Technical Barriers
 - 2.2.3 Analysis of Talent Barriers
 - 2.2.4 Analysis of Brand Barrier
- 2.3 Event Market Drivers Analysis
- 2.4 Event Market Challenges Analysis
- 2.5 Emerging Market Trends

2.6 Consumer Preference Analysis

2.7 Event Industry Development Trends under COVID-19 Outbreak

2.7.1 Global COVID-19 Status Overview

2.7.2 Influence of COVID-19 Outbreak on Event Industry Development

3 GLOBAL EVENT MARKET LANDSCAPE BY PLAYER

3.1 Global Event Sales Volume and Share by Player (2017-2022)

3.2 Global Event Revenue and Market Share by Player (2017-2022)

3.3 Global Event Average Price by Player (2017-2022)

3.4 Global Event Gross Margin by Player (2017-2022)

3.5 Event Market Competitive Situation and Trends

3.5.1 Event Market Concentration Rate

3.5.2 Event Market Share of Top 3 and Top 6 Players

3.5.3 Mergers & Acquisitions, Expansion

4 GLOBAL EVENT SALES VOLUME AND REVENUE REGION WISE (2017-2022)

4.1 Global Event Sales Volume and Market Share, Region Wise (2017-2022)

4.2 Global Event Revenue and Market Share, Region Wise (2017-2022)

4.3 Global Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4 United States Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.4.1 United States Event Market Under COVID-19

4.5 Europe Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.5.1 Europe Event Market Under COVID-19

4.6 China Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.6.1 China Event Market Under COVID-19

4.7 Japan Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.7.1 Japan Event Market Under COVID-19

4.8 India Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.8.1 India Event Market Under COVID-19

4.9 Southeast Asia Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.9.1 Southeast Asia Event Market Under COVID-19

4.10 Latin America Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.10.1 Latin America Event Market Under COVID-19

4.11 Middle East and Africa Event Sales Volume, Revenue, Price and Gross Margin (2017-2022)

4.11.1 Middle East and Africa Event Market Under COVID-19

5 GLOBAL EVENT SALES VOLUME, REVENUE, PRICE TREND BY TYPE

5.1 Global Event Sales Volume and Market Share by Type (2017-2022)

5.2 Global Event Revenue and Market Share by Type (2017-2022)

5.3 Global Event Price by Type (2017-2022)

5.4 Global Event Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Event Sales Volume, Revenue and Growth Rate of Music Concert (2017-2022)

5.4.2 Global Event Sales Volume, Revenue and Growth Rate of Festivals (2017-2022)

5.4.3 Global Event Sales Volume, Revenue and Growth Rate of Sports (2017-2022)

5.4.4 Global Event Sales Volume, Revenue and Growth Rate of Exhibitions & Conferences (2017-2022)

5.4.5 Global Event Sales Volume, Revenue and Growth Rate of Corporate Events & Seminars (2017-2022)

5.4.6 Global Event Sales Volume, Revenue and Growth Rate of Others (2017-2022)

6 GLOBAL EVENT MARKET ANALYSIS BY APPLICATION

6.1 Global Event Consumption and Market Share by Application (2017-2022)

6.2 Global Event Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Event Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Event Consumption and Growth Rate of Below 20 years (2017-2022)

6.3.2 Global Event Consumption and Growth Rate of 21–40 years (2017-2022)

6.3.3 Global Event Consumption and Growth Rate of 41 years & Above (2017-2022)

7 GLOBAL EVENT MARKET FORECAST (2022-2027)

7.1 Global Event Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Event Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Event Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Event Price and Trend Forecast (2022-2027)

7.2 Global Event Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Event Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Event Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Event Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Event Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Event Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Event Sales Volume and Revenue Forecast (2022-2027)

- 7.2.7 Latin America Event Sales Volume and Revenue Forecast (2022-2027)
- 7.2.8 Middle East and Africa Event Sales Volume and Revenue Forecast (2022-2027)
- 7.3 Global Event Sales Volume, Revenue and Price Forecast by Type (2022-2027)
 - 7.3.1 Global Event Revenue and Growth Rate of Music Concert (2022-2027)
 - 7.3.2 Global Event Revenue and Growth Rate of Festivals (2022-2027)
 - 7.3.3 Global Event Revenue and Growth Rate of Sports (2022-2027)
 - 7.3.4 Global Event Revenue and Growth Rate of Exhibitions & Conferences (2022-2027)
 - 7.3.5 Global Event Revenue and Growth Rate of Corporate Events & Seminars (2022-2027)
 - 7.3.6 Global Event Revenue and Growth Rate of Others (2022-2027)
- 7.4 Global Event Consumption Forecast by Application (2022-2027)
 - 7.4.1 Global Event Consumption Value and Growth Rate of Below 20 years(2022-2027)
 - 7.4.2 Global Event Consumption Value and Growth Rate of 21–40 years(2022-2027)
 - 7.4.3 Global Event Consumption Value and Growth Rate of 41 years & Above(2022-2027)
- 7.5 Event Market Forecast Under COVID-19

8 EVENT MARKET UPSTREAM AND DOWNSTREAM ANALYSIS

- 8.1 Event Industrial Chain Analysis
- 8.2 Key Raw Materials Suppliers and Price Analysis
- 8.3 Manufacturing Cost Structure Analysis
 - 8.3.1 Labor Cost Analysis
 - 8.3.2 Energy Costs Analysis
 - 8.3.3 R&D Costs Analysis
- 8.4 Alternative Product Analysis
- 8.5 Major Distributors of Event Analysis
- 8.6 Major Downstream Buyers of Event Analysis
- 8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Event Industry

9 PLAYERS PROFILES

- 9.1 Pollstar
 - 9.1.1 Pollstar Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.1.2 Event Product Profiles, Application and Specification
 - 9.1.3 Pollstar Market Performance (2017-2022)

- 9.1.4 Recent Development
- 9.1.5 SWOT Analysis
- 9.2 BCD Group (BCD Meetings & Events)
 - 9.2.1 BCD Group (BCD Meetings & Events) Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.2.2 Event Product Profiles, Application and Specification
 - 9.2.3 BCD Group (BCD Meetings & Events) Market Performance (2017-2022)
 - 9.2.4 Recent Development
 - 9.2.5 SWOT Analysis
- 9.3 Cvent Inc.
 - 9.3.1 Cvent Inc. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.3.2 Event Product Profiles, Application and Specification
 - 9.3.3 Cvent Inc. Market Performance (2017-2022)
 - 9.3.4 Recent Development
 - 9.3.5 SWOT Analysis
- 9.4 ATPI Ltd.
 - 9.4.1 ATPI Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.4.2 Event Product Profiles, Application and Specification
 - 9.4.3 ATPI Ltd. Market Performance (2017-2022)
 - 9.4.4 Recent Development
 - 9.4.5 SWOT Analysis
- 9.5 Access Destination Services
 - 9.5.1 Access Destination Services Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.5.2 Event Product Profiles, Application and Specification
 - 9.5.3 Access Destination Services Market Performance (2017-2022)
 - 9.5.4 Recent Development
 - 9.5.5 SWOT Analysis
- 9.6 Live Nation Worldwide Inc.
 - 9.6.1 Live Nation Worldwide Inc. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.6.2 Event Product Profiles, Application and Specification
 - 9.6.3 Live Nation Worldwide Inc. Market Performance (2017-2022)
 - 9.6.4 Recent Development
 - 9.6.5 SWOT Analysis
- 9.7 Reed Exhibitions
 - 9.7.1 Reed Exhibitions Basic Information, Manufacturing Base, Sales Region and Competitors

- 9.7.2 Event Product Profiles, Application and Specification
- 9.7.3 Reed Exhibitions Market Performance (2017-2022)
- 9.7.4 Recent Development
- 9.7.5 SWOT Analysis
- 9.8 Outback Concerts
 - 9.8.1 Outback Concerts Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.8.2 Event Product Profiles, Application and Specification
 - 9.8.3 Outback Concerts Market Performance (2017-2022)
 - 9.8.4 Recent Development
 - 9.8.5 SWOT Analysis
- 9.9 Entertaining Asia
 - 9.9.1 Entertaining Asia Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.9.2 Event Product Profiles, Application and Specification
 - 9.9.3 Entertaining Asia Market Performance (2017-2022)
 - 9.9.4 Recent Development
 - 9.9.5 SWOT Analysis
- 9.10 StubHub
 - 9.10.1 StubHub Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.10.2 Event Product Profiles, Application and Specification
 - 9.10.3 StubHub Market Performance (2017-2022)
 - 9.10.4 Recent Development
 - 9.10.5 SWOT Analysis
- 9.11 Questex LLC
 - 9.11.1 Questex LLC Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.11.2 Event Product Profiles, Application and Specification
 - 9.11.3 Questex LLC Market Performance (2017-2022)
 - 9.11.4 Recent Development
 - 9.11.5 SWOT Analysis
- 9.12 Capita Plc.
 - 9.12.1 Capita Plc. Basic Information, Manufacturing Base, Sales Region and Competitors
 - 9.12.2 Event Product Profiles, Application and Specification
 - 9.12.3 Capita Plc. Market Performance (2017-2022)
 - 9.12.4 Recent Development
 - 9.12.5 SWOT Analysis

9.13 Anschutz Entertainment Group

9.13.1 Anschutz Entertainment Group Basic Information, Manufacturing Base, Sales Region and Competitors

9.13.2 Event Product Profiles, Application and Specification

9.13.3 Anschutz Entertainment Group Market Performance (2017-2022)

9.13.4 Recent Development

9.13.5 SWOT Analysis

9.14 Riviera Events

9.14.1 Riviera Events Basic Information, Manufacturing Base, Sales Region and Competitors

9.14.2 Event Product Profiles, Application and Specification

9.14.3 Riviera Events Market Performance (2017-2022)

9.14.4 Recent Development

9.14.5 SWOT Analysis

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

11.1 Methodology

11.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Event Product Picture

Table Global Event Market Sales Volume and CAGR (%) Comparison by Type

Table Event Market Consumption (Sales Volume) Comparison by Application
(2017-2027)

Figure Global Event Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Event Market Revenue (Million USD) and Growth Rate
(2017-2027)

Figure Europe Event Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Event Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Event Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Event Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Event Market Revenue (Million USD) and Growth Rate
(2017-2027)

Figure Latin America Event Market Revenue (Million USD) and Growth Rate
(2017-2027)

Figure Middle East and Africa Event Market Revenue (Million USD) and Growth Rate
(2017-2027)

Figure Global Event Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Event Industry Development

Table Global Event Sales Volume by Player (2017-2022)

Table Global Event Sales Volume Share by Player (2017-2022)

Figure Global Event Sales Volume Share by Player in 2021

Table Event Revenue (Million USD) by Player (2017-2022)

Table Event Revenue Market Share by Player (2017-2022)

Table Event Price by Player (2017-2022)

Table Event Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Event Sales Volume, Region Wise (2017-2022)

Table Global Event Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Event Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Event Sales Volume Market Share, Region Wise in 2021

Table Global Event Revenue (Million USD), Region Wise (2017-2022)

Table Global Event Revenue Market Share, Region Wise (2017-2022)

Figure Global Event Revenue Market Share, Region Wise (2017-2022)
Figure Global Event Revenue Market Share, Region Wise in 2021
Table Global Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table United States Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Europe Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table China Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Japan Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table India Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Southeast Asia Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Latin America Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Middle East and Africa Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)
Table Global Event Sales Volume by Type (2017-2022)
Table Global Event Sales Volume Market Share by Type (2017-2022)
Figure Global Event Sales Volume Market Share by Type in 2021
Table Global Event Revenue (Million USD) by Type (2017-2022)
Table Global Event Revenue Market Share by Type (2017-2022)
Figure Global Event Revenue Market Share by Type in 2021
Table Event Price by Type (2017-2022)
Figure Global Event Sales Volume and Growth Rate of Music Concert (2017-2022)
Figure Global Event Revenue (Million USD) and Growth Rate of Music Concert (2017-2022)
Figure Global Event Sales Volume and Growth Rate of Festivals (2017-2022)
Figure Global Event Revenue (Million USD) and Growth Rate of Festivals (2017-2022)
Figure Global Event Sales Volume and Growth Rate of Sports (2017-2022)
Figure Global Event Revenue (Million USD) and Growth Rate of Sports (2017-2022)
Figure Global Event Sales Volume and Growth Rate of Exhibitions & Conferences (2017-2022)
Figure Global Event Revenue (Million USD) and Growth Rate of Exhibitions & Conferences (2017-2022)
Figure Global Event Sales Volume and Growth Rate of Corporate Events & Seminars

(2017-2022)

Figure Global Event Revenue (Million USD) and Growth Rate of Corporate Events & Seminars (2017-2022)

Figure Global Event Sales Volume and Growth Rate of Others (2017-2022)

Figure Global Event Revenue (Million USD) and Growth Rate of Others (2017-2022)

Table Global Event Consumption by Application (2017-2022)

Table Global Event Consumption Market Share by Application (2017-2022)

Table Global Event Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Event Consumption Revenue Market Share by Application (2017-2022)

Table Global Event Consumption and Growth Rate of Below 20 years (2017-2022)

Table Global Event Consumption and Growth Rate of 21–40 years (2017-2022)

Table Global Event Consumption and Growth Rate of 41 years & Above (2017-2022)

Figure Global Event Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Event Price and Trend Forecast (2022-2027)

Figure USA Event Market Sales Volume and Growth Rate Forecast Analysis
(2022-2027)

Figure USA Event Market Revenue (Million USD) and Growth Rate Forecast Analysis
(2022-2027)

Figure Europe Event Market Sales Volume and Growth Rate Forecast Analysis
(2022-2027)

Figure Europe Event Market Revenue (Million USD) and Growth Rate Forecast Analysis
(2022-2027)

Figure China Event Market Sales Volume and Growth Rate Forecast Analysis
(2022-2027)

Figure China Event Market Revenue (Million USD) and Growth Rate Forecast Analysis
(2022-2027)

Figure Japan Event Market Sales Volume and Growth Rate Forecast Analysis
(2022-2027)

Figure Japan Event Market Revenue (Million USD) and Growth Rate Forecast Analysis
(2022-2027)

Figure India Event Market Sales Volume and Growth Rate Forecast Analysis
(2022-2027)

Figure India Event Market Revenue (Million USD) and Growth Rate Forecast Analysis
(2022-2027)

Figure Southeast Asia Event Market Sales Volume and Growth Rate Forecast Analysis
(2022-2027)

Figure Southeast Asia Event Market Revenue (Million USD) and Growth Rate Forecast
Analysis (2022-2027)

Figure Latin America Event Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Event Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Event Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Event Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Event Market Sales Volume Forecast, by Type

Table Global Event Sales Volume Market Share Forecast, by Type

Table Global Event Market Revenue (Million USD) Forecast, by Type

Table Global Event Revenue Market Share Forecast, by Type

Table Global Event Price Forecast, by Type

Figure Global Event Revenue (Million USD) and Growth Rate of Music Concert (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Music Concert (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Festivals (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Festivals (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Sports (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Sports (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Exhibitions & Conferences (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Exhibitions & Conferences (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Corporate Events & Seminars (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Corporate Events & Seminars (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Others (2022-2027)

Figure Global Event Revenue (Million USD) and Growth Rate of Others (2022-2027)

Table Global Event Market Consumption Forecast, by Application

Table Global Event Consumption Market Share Forecast, by Application

Table Global Event Market Revenue (Million USD) Forecast, by Application

Table Global Event Revenue Market Share Forecast, by Application

Figure Global Event Consumption Value (Million USD) and Growth Rate of Below 20 years (2022-2027)

Figure Global Event Consumption Value (Million USD) and Growth Rate of 21–40 years (2022-2027)

Figure Global Event Consumption Value (Million USD) and Growth Rate of 41 years & Above (2022-2027)

Figure Event Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Pollstar Profile

Table Pollstar Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Pollstar Event Sales Volume and Growth Rate

Figure Pollstar Revenue (Million USD) Market Share 2017-2022

Table BCD Group (BCD Meetings & Events) Profile

Table BCD Group (BCD Meetings & Events) Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure BCD Group (BCD Meetings & Events) Event Sales Volume and Growth Rate

Figure BCD Group (BCD Meetings & Events) Revenue (Million USD) Market Share 2017-2022

Table Cvent Inc. Profile

Table Cvent Inc. Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Cvent Inc. Event Sales Volume and Growth Rate

Figure Cvent Inc. Revenue (Million USD) Market Share 2017-2022

Table ATPI Ltd. Profile

Table ATPI Ltd. Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure ATPI Ltd. Event Sales Volume and Growth Rate

Figure ATPI Ltd. Revenue (Million USD) Market Share 2017-2022

Table Access Destination Services Profile

Table Access Destination Services Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Access Destination Services Event Sales Volume and Growth Rate

Figure Access Destination Services Revenue (Million USD) Market Share 2017-2022

Table Live Nation Worldwide Inc. Profile

Table Live Nation Worldwide Inc. Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Live Nation Worldwide Inc. Event Sales Volume and Growth Rate

Figure Live Nation Worldwide Inc. Revenue (Million USD) Market Share 2017-2022

Table Reed Exhibitions Profile

Table Reed Exhibitions Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Reed Exhibitions Event Sales Volume and Growth Rate

Figure Reed Exhibitions Revenue (Million USD) Market Share 2017-2022

Table Outback Concerts Profile

Table Outback Concerts Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Outback Concerts Event Sales Volume and Growth Rate

Figure Outback Concerts Revenue (Million USD) Market Share 2017-2022

Table Entertaining Asia Profile

Table Entertaining Asia Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Entertaining Asia Event Sales Volume and Growth Rate

Figure Entertaining Asia Revenue (Million USD) Market Share 2017-2022

Table StubHub Profile

Table StubHub Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure StubHub Event Sales Volume and Growth Rate

Figure StubHub Revenue (Million USD) Market Share 2017-2022

Table Questex LLC Profile

Table Questex LLC Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Questex LLC Event Sales Volume and Growth Rate

Figure Questex LLC Revenue (Million USD) Market Share 2017-2022

Table Capita Plc. Profile

Table Capita Plc. Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Capita Plc. Event Sales Volume and Growth Rate

Figure Capita Plc. Revenue (Million USD) Market Share 2017-2022

Table Anschutz Entertainment Group Profile

Table Anschutz Entertainment Group Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Anschutz Entertainment Group Event Sales Volume and Growth Rate

Figure Anschutz Entertainment Group Revenue (Million USD) Market Share 2017-2022

Table Riviera Events Profile

Table Riviera Events Event Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Riviera Events Event Sales Volume and Growth Rate

Figure Riviera Events Revenue (Million USD) Market Share 2017-2022

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