

# **Cloud Based Event Management Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Software, Services), By Organization Size (Small And Medium-sized Enterprises (SMEs), Large Enterprises), By End User**

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## **Abstracts**

The Cloud Based Event Management Market is valued at USD 10.3 billion in 2025 and is projected to grow at a CAGR of 17.2% to reach USD 43 billion by 2034. The cloud-based event management market is expanding rapidly as organizations increasingly shift to digital solutions for planning, promoting, and executing events. Cloud-based event management platforms provide tools for event registration, ticketing, attendee engagement, live streaming, and post-event analytics, all accessible through a centralized online portal. By leveraging these platforms, event organizers can streamline administrative tasks, enhance attendee experiences, and gain real-time insights into event performance. The flexibility and scalability of cloud-based solutions make them particularly well-suited for hybrid and virtual events, which have become a staple in the modern event landscape. Key trends in the market include the integration of artificial intelligence (AI) and machine learning (ML) to enhance attendee engagement and improve event personalization. AI-driven chatbots, recommendation engines, and sentiment analysis tools help event organizers better understand and cater to their audiences. Another important trend is the growing focus on hybrid event capabilities, as organizations look to combine in-person and virtual experiences to reach a broader audience. The use of data analytics and dashboards to measure event success and ROI has also gained traction, allowing planners to make data-informed decisions and continuously refine their strategies. Despite its growth potential, the cloud-based event management market faces challenges such as security concerns, high competition among providers, and resistance to adopting new technologies. Data privacy and compliance with regional regulations remain top priorities for event

organizers handling sensitive attendee information. Additionally, smaller organizations with limited budgets may find it difficult to justify the initial investment in advanced event management platforms. However, as these challenges are addressed and the benefits of cloud-based event solutions become more widely recognized, the market is poised for continued growth, fueled by ongoing innovation and a shift toward more flexible, data-driven event strategies.

## Key Insights Cloud Based Event Management Market

Increased use of AI and ML for personalized attendee experiences and real-time sentiment analysis.

Growth of hybrid event capabilities combining in-person and virtual experiences.

Expanded adoption of analytics dashboards to measure event performance and ROI.

Enhanced attendee engagement through interactive tools, such as live polls and networking platforms.

Focus on sustainability and reducing event-related waste through digital solutions.

Rising demand for virtual and hybrid event formats in the post-pandemic era.

Growing need for real-time data and analytics to measure event success.

Advancements in cloud computing infrastructure enabling seamless, scalable event solutions.

Increased emphasis on improving attendee experiences and engagement through digital tools.

Data privacy and security concerns associated with storing attendee information in the cloud.

High competition among cloud-based event management providers, leading to price pressures.

Resistance from smaller organizations with limited budgets to invest in advanced platforms.

## Cloud Based Event Management Market Segmentation

### By Component

Software

Services

### By Organization Size

Small And Medium-sized Enterprises (SMEs)

Large Enterprises

### By End User

Event Organizers And Planners

Corporate

Government

Education

Other End Users

### Key Companies Analysed

ACTIVE Network LLC

The International Business Machines Corporation

RainFocus

Zoho Corporation

Cvent Holding Corp.

Arlo Technologies

XING Events

Bitrix24

Eventbrite

Aventri Inc.

Tripleseat

Bizzabo Limited

EventMobi

Attendify

Certain Inc.

webMOBI

EventBooking

EventsAir

Momentum Technologies

EventGeek

Hopin Ltd.

Meeting Evolution Inc.

Regpacks

Boomset Inc.

EventPro Software

Eventzilla

## Cloud Based Event Management Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Cloud Based Event Management Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Cloud Based Event Management market data and outlook to 2034

United States

Canada

Mexico

Europe — Cloud Based Event Management market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Cloud Based Event Management market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Cloud Based Event Management market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Cloud Based Event Management market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Cloud Based Event Management value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Cloud Based Event Management industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Cloud Based Event Management Market Report

Global Cloud Based Event Management market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Cloud Based Event Management trade, costs, and supply chains

Cloud Based Event Management market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Cloud Based Event Management market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Cloud Based Event Management market trends, drivers,

restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Cloud Based Event Management supply chain analysis

Cloud Based Event Management trade analysis, Cloud Based Event Management market price analysis, and Cloud Based Event Management supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Cloud Based Event Management market news and developments

#### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. GLOBAL CLOUD BASED EVENT MANAGEMENT MARKET SUMMARY, 2025**

- 2.1 Cloud Based Event Management Industry Overview
  - 2.1.1 Global Cloud Based Event Management Market Revenues (In US\$ billion)
- 2.2 Cloud Based Event Management Market Scope
- 2.3 Research Methodology

### **3. CLOUD BASED EVENT MANAGEMENT MARKET INSIGHTS, 2024-2034**

- 3.1 Cloud Based Event Management Market Drivers
- 3.2 Cloud Based Event Management Market Restraints
- 3.3 Cloud Based Event Management Market Opportunities
- 3.4 Cloud Based Event Management Market Challenges
- 3.5 Tariff Impact on Global Cloud Based Event Management Supply Chain Patterns

### **4. CLOUD BASED EVENT MANAGEMENT MARKET ANALYTICS**

- 4.1 Cloud Based Event Management Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Cloud Based Event Management Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Cloud Based Event Management Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Cloud Based Event Management Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Cloud Based Event Management Market
  - 4.5.1 Cloud Based Event Management Industry Attractiveness Index, 2025
  - 4.5.2 Cloud Based Event Management Supplier Intelligence
  - 4.5.3 Cloud Based Event Management Buyer Intelligence
  - 4.5.4 Cloud Based Event Management Competition Intelligence
  - 4.5.5 Cloud Based Event Management Product Alternatives and Substitutes Intelligence

#### 4.5.6 Cloud Based Event Management Market Entry Intelligence

### **5. GLOBAL CLOUD BASED EVENT MANAGEMENT MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034**

5.1 World Cloud Based Event Management Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global Cloud Based Event Management Sales Outlook and CAGR Growth By Component, 2024- 2034 (\$ billion)

5.2 Global Cloud Based Event Management Sales Outlook and CAGR Growth By Organization Size, 2024- 2034 (\$ billion)

5.3 Global Cloud Based Event Management Sales Outlook and CAGR Growth By End User, 2024- 2034 (\$ billion)

5.4 Global Cloud Based Event Management Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

### **6. ASIA PACIFIC CLOUD BASED EVENT MANAGEMENT INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK**

6.1 Asia Pacific Cloud Based Event Management Market Insights, 2025

6.2 Asia Pacific Cloud Based Event Management Market Revenue Forecast By Component, 2024- 2034 (USD billion)

6.3 Asia Pacific Cloud Based Event Management Market Revenue Forecast By Organization Size, 2024- 2034 (USD billion)

6.4 Asia Pacific Cloud Based Event Management Market Revenue Forecast By End User, 2024- 2034 (USD billion)

6.5 Asia Pacific Cloud Based Event Management Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.5.1 China Cloud Based Event Management Market Size, Opportunities, Growth 2024- 2034

6.5.2 India Cloud Based Event Management Market Size, Opportunities, Growth 2024- 2034

6.5.3 Japan Cloud Based Event Management Market Size, Opportunities, Growth 2024- 2034

6.5.4 Australia Cloud Based Event Management Market Size, Opportunities, Growth 2024- 2034

### **7. EUROPE CLOUD BASED EVENT MANAGEMENT MARKET DATA,**

## **PENETRATION, AND BUSINESS PROSPECTS TO 2034**

7.1 Europe Cloud Based Event Management Market Key Findings, 2025

7.2 Europe Cloud Based Event Management Market Size and Percentage Breakdown By Component, 2024- 2034 (USD billion)

7.3 Europe Cloud Based Event Management Market Size and Percentage Breakdown By Organization Size, 2024- 2034 (USD billion)

7.4 Europe Cloud Based Event Management Market Size and Percentage Breakdown By End User, 2024- 2034 (USD billion)

7.5 Europe Cloud Based Event Management Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)

7.5.1 Germany Cloud Based Event Management Market Size, Trends, Growth Outlook to 2034

7.5.2 United Kingdom Cloud Based Event Management Market Size, Trends, Growth Outlook to 2034

7.5.2 France Cloud Based Event Management Market Size, Trends, Growth Outlook to 2034

7.5.2 Italy Cloud Based Event Management Market Size, Trends, Growth Outlook to 2034

7.5.2 Spain Cloud Based Event Management Market Size, Trends, Growth Outlook to 2034

## **8. NORTH AMERICA CLOUD BASED EVENT MANAGEMENT MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034**

8.1 North America Snapshot, 2025

8.2 North America Cloud Based Event Management Market Analysis and Outlook By Component, 2024- 2034 (\$ billion)

8.3 North America Cloud Based Event Management Market Analysis and Outlook By Organization Size, 2024- 2034 (\$ billion)

8.4 North America Cloud Based Event Management Market Analysis and Outlook By End User, 2024- 2034 (\$ billion)

8.5 North America Cloud Based Event Management Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.5.1 United States Cloud Based Event Management Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Canada Cloud Based Event Management Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Mexico Cloud Based Event Management Market Size, Share, Growth Trends

and Forecast, 2024- 2034

## **9. SOUTH AND CENTRAL AMERICA CLOUD BASED EVENT MANAGEMENT MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS**

9.1 Latin America Cloud Based Event Management Market Data, 2025

9.2 Latin America Cloud Based Event Management Market Future By Component, 2024- 2034 (\$ billion)

9.3 Latin America Cloud Based Event Management Market Future By Organization Size, 2024- 2034 (\$ billion)

9.4 Latin America Cloud Based Event Management Market Future By End User, 2024- 2034 (\$ billion)

9.5 Latin America Cloud Based Event Management Market Future by Country, 2024- 2034 (\$ billion)

9.5.1 Brazil Cloud Based Event Management Market Size, Share and Opportunities to 2034

9.5.2 Argentina Cloud Based Event Management Market Size, Share and Opportunities to 2034

## **10. MIDDLE EAST AFRICA CLOUD BASED EVENT MANAGEMENT MARKET OUTLOOK AND GROWTH PROSPECTS**

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Cloud Based Event Management Market Statistics By Component, 2024- 2034 (USD billion)

10.3 Middle East Africa Cloud Based Event Management Market Statistics By Organization Size, 2024- 2034 (USD billion)

10.4 Middle East Africa Cloud Based Event Management Market Statistics By End User, 2024- 2034 (USD billion)

10.5 Middle East Africa Cloud Based Event Management Market Statistics by Country, 2024- 2034 (USD billion)

10.5.1 Middle East Cloud Based Event Management Market Value, Trends, Growth Forecasts to 2034

10.5.2 Africa Cloud Based Event Management Market Value, Trends, Growth Forecasts to 2034

## **11. CLOUD BASED EVENT MANAGEMENT MARKET STRUCTURE AND COMPETITIVE LANDSCAPE**

- 11.1 Key Companies in Cloud Based Event Management Industry
- 11.2 Cloud Based Event Management Business Overview
- 11.3 Cloud Based Event Management Product Portfolio Analysis
- 11.4 Financial Analysis
- 11.5 SWOT Analysis

## **12 APPENDIX**

- 12.1 Global Cloud Based Event Management Market Volume (Tons)
- 12.1 Global Cloud Based Event Management Trade and Price Analysis
- 12.2 Cloud Based Event Management Parent Market and Other Relevant Analysis
- 12.3 Publisher Expertise
- 12.2 Cloud Based Event Management Industry Report Sources and Methodology

## I would like to order

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