

Local Event Discovery Platforms Market Forecasts to 2032 – Global Analysis By Platform Type (Mobile Applications and Web-Based Platforms), Event Type, Revenue Model, Feature Integration, Deployment Type, End User and By Geography

<https://marketpublishers.com/r/L36558E2AAC9EN.html>

Date: November 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: L36558E2AAC9EN

Abstracts

According to Statistics MRC, the Global Local Event Discovery Platforms Market is accounted for \$7.6 billion in 2025 and is expected to reach \$17.0 billion by 2032 growing at a CAGR of 12.1% during the forecast period. Local Event Discovery Platforms are digital solutions typically mobile apps or web-based portals—that help users find, explore, and participate in events happening nearby. These platforms aggregate real-time data on concerts, festivals, workshops, cultural shows, sports events, and community gatherings, offering personalized recommendations based on user interests, location, and social connections. By integrating geolocation, AI-driven analytics, and social media connectivity, they enhance event visibility and engagement for both organizers and attendees. Their role extends beyond convenience they foster community interaction, support local economies, and empower smaller venues and artists by making event discovery accessible and tailored to local audiences.

Market Dynamics:

Driver:

Digitalization & Mobile Adoption

The rapid rise of digitalization and widespread smartphone adoption is driving the growth of local event discovery platforms. With more consumers relying on mobile devices for entertainment and social engagement, these platforms provide a seamless

way to discover nearby events. Enhanced connectivity, mobile apps, and AI-powered notifications make participation easier and more spontaneous. Moreover, increasing internet penetration and integration with digital payment systems further boosts user convenience and enhancing accessibility and engagement across global urban populations.

Restraint:

High Competition & Market Saturation

The market faces challenges from intense competition and fragmentation, with numerous regional players offering similar event discovery solutions. This saturation makes differentiation difficult and reduces user loyalty. Smaller platforms struggle to attract event organizers or sustain revenue, especially against established global brands. Additionally, the constant need for innovation, marketing investment, and platform updates increases operational costs. These factors collectively hinder long-term growth and create a barrier for new entrants aiming to establish a strong market foothold.

Opportunity:

Cultural & Community Demand

Growing interest in local culture, experiential entertainment, and community-based activities is fueling new opportunities for market expansion. Consumers are increasingly seeking authentic, socially engaging experiences that connect them with their surroundings. Local event discovery platforms play a vital role in promoting such events by highlighting cultural festivals, sports, workshops, and neighborhood gatherings. As urban populations expand and tourism flourishes, demand for personalized, locally curated event information continues to rise, offering strong potential for platform partnerships and monetization.

Threat:

Security & Privacy Concerns

Concerns regarding data security and user privacy pose significant threats to the market. These platforms rely heavily on geolocation, personal data, and social media integration, which raises issues of data misuse and unauthorized access. Breaches or

misuse can damage user trust and brand reputation. Moreover, compliance with global data protection regulations such as GDPR and CCPA adds operational complexity. Balancing personalization with data safety remains a crucial challenge for sustaining growth and maintaining customer confidence.

Covid-19 Impact:

The Covid-19 pandemic initially disrupted the Local Event Discovery Platforms Market as lockdowns, social distancing, and event cancellations led to a steep decline in live gatherings. However, the crisis accelerated the shift toward virtual and hybrid events, prompting platforms to innovate with online experiences and digital ticketing. Post-pandemic recovery has reignited demand for in-person events, with platforms now blending digital convenience and real-world engagement to enhance community connectivity.

The sports events segment is expected to be the largest during the forecast period

The sports events segment is expected to account for the largest market share during the forecast period, due to global popularity of live sporting experiences and local tournaments. Users increasingly depend on discovery platforms to locate and book events such as football matches, marathons, and e-sports competitions. The growing trend of community fitness and fan engagement through digital channels further supports demand. Partnerships between platforms and sports organizations enhance accessibility and strengthen real-time event promotion strategies.

The event organizers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the event organizers segment is predicted to witness the highest growth rate, due to need for digital marketing, ticketing integration, and audience analytics. Organizers leverage these platforms to promote events efficiently, attract targeted audiences, and gain insights through user behavior data. The ability to manage listings, automate communications, and receive instant feedback supports operational efficiency. As more small and medium-sized organizers shift online, the demand for discovery and engagement tools continues to accelerate.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share, due to increasing smartphone adoption, and rapidly expanding digital ecosystems. Urban centers across India, China, Japan, and Southeast Asia are witnessing a surge in cultural, social, and entertainment events. Government initiatives promoting smart cities and digital tourism further boost platform usage. The region's youthful demographic, combined with rising disposable income and social engagement, positions Asia Pacific as the leading hub for event discovery innovation.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to region's mature digital infrastructure and strong culture of live entertainment. The widespread use of AI-driven personalization and advanced analytics enhances user experience across platforms. Additionally, the presence of key players and robust investment in event tech solutions accelerate growth. As consumers increasingly prioritize local experiences and community-based gatherings, North America's event discovery platforms are poised for sustained expansion.

Key players in the market

Some of the key players in Local Event Discovery Platforms Market include Eventbrite, Evite, Meetup, Eventbee, Ticketmaster, Peatix, Cvent, Universe, Splash, Dice FM, Bizzabo, BookMyShow, Hopin, Townscript, and Eventzilla.

Key Developments:

In November 2025, Monumental Sports & Entertainment (MSE) has appointed Ticketmaster as a Founding Partner for its next-generation downtown Washington, D.C. arena, embedding Ticketmaster's technology, operations and media capabilities to deliver a seamless, hyper-personalized fan journey across teams and events.

In June 2025, Fever and DICE have joined forces to create a leading independent live-entertainment tech platform, combining Fever's global discovery engine (300 million users in 40+ countries) with DICE's fan-centric ticketing technology and promoter network.

Platform Types Covered:

Mobile Applications

Web-Based Platforms

Event Types Covered:

Music and Concerts

Sports Events

Theatre and Performing Arts

Food and Beverage Festivals

Business Conferences and Networking

Community and Cultural Events

Educational and Workshops

Other Event Types

Revenue Models Covered:

Subscription-Based

Commission-Based

Advertisement-Based

Freemium Model

Feature Integrations Covered:

Location-Based Recommendations

Social Media Integration

Ticketing and Payment Solutions

Live Streaming and Virtual Event Support

Analytics and Personalization

Deployment Types Covered:

Cloud-Based

On-Premises

End Users Covered:

Event Organizers

Venues and Promoters

Attendees and Consumers

Local Businesses

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY PLATFORM

TYPE

- 5.1 Introduction
- 5.2 Mobile Applications
- 5.3 Web-Based Platforms

6 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY EVENT TYPE

- 6.1 Introduction
- 6.2 Music and Concerts
- 6.3 Sports Events
- 6.4 Theatre and Performing Arts
- 6.5 Food and Beverage Festivals
- 6.6 Business Conferences and Networking
- 6.7 Community and Cultural Events
- 6.8 Educational and Workshops
- 6.9 Other Event Types

7 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY REVENUE MODEL

- 7.1 Introduction
- 7.2 Subscription-Based
- 7.3 Commission-Based
- 7.4 Advertisement-Based
- 7.5 Freemium Model

8 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY FEATURE INTEGRATION

- 8.1 Introduction
- 8.2 Location-Based Recommendations
- 8.3 Social Media Integration
- 8.4 Ticketing and Payment Solutions
- 8.5 Live Streaming and Virtual Event Support
- 8.6 Analytics and Personalization

9 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY DEPLOYMENT TYPE

- 9.1 Introduction
- 9.2 Cloud-Based
- 9.3 On-Premises

10 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY END USER

- 10.1 Introduction
- 10.2 Event Organizers
- 10.3 Venues and Promoters
- 10.4 Attendees and Consumers
- 10.5 Local Businesses

11 GLOBAL LOCAL EVENT DISCOVERY PLATFORMS MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand
 - 11.4.6 South Korea
 - 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile

- 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 Eventbrite
- 13.2 Evite
- 13.3 Meetup
- 13.4 Eventbee
- 13.5 Ticketmaster
- 13.6 Peatix
- 13.7 Cvent
- 13.8 Universe
- 13.9 Splash
- 13.10 Dice FM
- 13.11 Bizzabo
- 13.12 BookMyShow
- 13.13 Hopin
- 13.14 Townscript
- 13.15 Eventzilla

List Of Tables

LIST OF TABLES

Table 1 Global Local Event Discovery Platforms Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Local Event Discovery Platforms Market Outlook, By Platform Type (2024-2032) (\$MN)

Table 3 Global Local Event Discovery Platforms Market Outlook, By Mobile Applications (2024-2032) (\$MN)

Table 4 Global Local Event Discovery Platforms Market Outlook, By Web-Based Platforms (2024-2032) (\$MN)

Table 5 Global Local Event Discovery Platforms Market Outlook, By Event Type (2024-2032) (\$MN)

Table 6 Global Local Event Discovery Platforms Market Outlook, By Music and Concerts (2024-2032) (\$MN)

Table 7 Global Local Event Discovery Platforms Market Outlook, By Sports Events (2024-2032) (\$MN)

Table 8 Global Local Event Discovery Platforms Market Outlook, By Theatre and Performing Arts (2024-2032) (\$MN)

Table 9 Global Local Event Discovery Platforms Market Outlook, By Food and Beverage Festivals (2024-2032) (\$MN)

Table 10 Global Local Event Discovery Platforms Market Outlook, By Business Conferences and Networking (2024-2032) (\$MN)

Table 11 Global Local Event Discovery Platforms Market Outlook, By Community and Cultural Events (2024-2032) (\$MN)

Table 12 Global Local Event Discovery Platforms Market Outlook, By Educational and Workshops (2024-2032) (\$MN)

Table 13 Global Local Event Discovery Platforms Market Outlook, By Other Event Types (2024-2032) (\$MN)

Table 14 Global Local Event Discovery Platforms Market Outlook, By Revenue Model (2024-2032) (\$MN)

Table 15 Global Local Event Discovery Platforms Market Outlook, By Subscription-Based (2024-2032) (\$MN)

Table 16 Global Local Event Discovery Platforms Market Outlook, By Commission-Based (2024-2032) (\$MN)

Table 17 Global Local Event Discovery Platforms Market Outlook, By Advertisement-Based (2024-2032) (\$MN)

Table 18 Global Local Event Discovery Platforms Market Outlook, By Freemium Model

(2024-2032) (\$MN)

Table 19 Global Local Event Discovery Platforms Market Outlook, By Feature Integration (2024-2032) (\$MN)

Table 20 Global Local Event Discovery Platforms Market Outlook, By Location-Based Recommendations (2024-2032) (\$MN)

Table 21 Global Local Event Discovery Platforms Market Outlook, By Social Media Integration (2024-2032) (\$MN)

Table 22 Global Local Event Discovery Platforms Market Outlook, By Ticketing and Payment Solutions (2024-2032) (\$MN)

Table 23 Global Local Event Discovery Platforms Market Outlook, By Live Streaming and Virtual Event Support (2024-2032) (\$MN)

Table 24 Global Local Event Discovery Platforms Market Outlook, By Analytics and Personalization (2024-2032) (\$MN)

Table 25 Global Local Event Discovery Platforms Market Outlook, By Deployment Type (2024-2032) (\$MN)

Table 26 Global Local Event Discovery Platforms Market Outlook, By Cloud-Based (2024-2032) (\$MN)

Table 27 Global Local Event Discovery Platforms Market Outlook, By On-Premises (2024-2032) (\$MN)

Table 28 Global Local Event Discovery Platforms Market Outlook, By End User (2024-2032) (\$MN)

Table 29 Global Local Event Discovery Platforms Market Outlook, By Event Organizers (2024-2032) (\$MN)

Table 30 Global Local Event Discovery Platforms Market Outlook, By Venues and Promoters (2024-2032) (\$MN)

Table 31 Global Local Event Discovery Platforms Market Outlook, By Attendees and Consumers (2024-2032) (\$MN)

Table 32 Global Local Event Discovery Platforms Market Outlook, By Local Businesses (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Local Event Discovery Platforms Market Forecasts to 2032 – Global Analysis By Platform Type (Mobile Applications and Web-Based Platforms), Event Type, Revenue Model, Feature Integration, Deployment Type, End User and By Geography

Product link: <https://marketpublishers.com/r/L36558E2AAC9EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L36558E2AAC9EN.html>