

# **Online Event Ticketing Market Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Platform (Desktop, Mobile), By Event Type (Sports, Music Shows, Movies, Comedy Shows, Others (Exhibition, Food & Drinks Events, etc.)), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Online Event Ticketing Market is projected to expand from USD 64.68 Billion in 2025 to USD 96.25 Billion by 2031, registering a CAGR of 6.85%. This industry encompasses digital systems and platforms designed to manage the sale and distribution of admission passes for professional gatherings, sports, and entertainment events. Growth is primarily supported by the widespread adoption of smartphones, which facilitate instant bookings, and a fundamental consumer transition toward convenient cashless payments. These elements strengthen the industry by streamlining operations for organizers and enhancing accessibility for end-users.

However, the market encounters significant obstacles related to the financial stability of venue operators, which directly influences technology investments. The sustainability of key stakeholders is threatened by volatile attendance rates and elevated operational costs. For instance, the National Independent Venue Association reported that 64% of independent venues operated at a financial loss in 2024. This precarious economic landscape creates barriers to the adoption of premium ticketing solutions and potentially hinders future market growth.

## **Market Driver**

The primary catalyst for market growth is the surging global demand for sporting events

and live entertainment, fueled by a post-pandemic resurgence in consumer desire for in-person experiences. This increased enthusiasm leads to higher transaction volumes on digital platforms as fans prioritize allocating disposable income to festivals, matches, and concerts. According to StubHub's '2024 Year In Live Experiences' report from December 2024, consumer demand for live events increased by 33% compared to the previous year. Highlighting the scale of this activity, Pollstar noted that the top 100 touring artists generated a record-breaking \$9.5 billion worldwide in 2024, compelling promoters and venues to utilize advanced booking systems for efficient sales and capacity management.

Concurrently, the proliferation of user-friendly mobile ticketing applications has transformed distribution mechanisms, establishing digital access as the industry norm. By incorporating real-time seat selection and seamless payment gateways into intuitive interfaces, providers have minimized purchasing friction, thereby increasing conversion rates and ancillary revenue. This shift is reflected in the financial results of major platforms; for example, CTS Eventim's 'First Quarter 2024 Earnings' in May 2024 revealed that ticketing segment revenue rose by 23.3% year-on-year to \$182.8 million. As smartphones become the primary entry point, the market is consolidating around app-based ecosystems that provide attendees with enhanced convenience and security.

## **Market Challenge**

A critical impediment to the Global Online Event Ticketing Market is the economic instability faced by venue operators. Ticketing platforms rely on a healthy network of event organizers to drive software adoption and transaction volumes. When operators endure severe financial strain, their capacity to allocate funds toward premium service tiers or updated digital interfaces is significantly diminished. Consequently, rather than upgrading to high-value systems, financially struggling organizers often prioritize survival by retaining legacy systems or selecting the lowest-cost options, which limits revenue potential per client and stifles the market's ability to upsell advanced features.

Moreover, the insolvency of event organizers reduces the total addressable market by eliminating essential inventory from the ecosystem. Frequent event cancellations not only remove the tickets that platforms rely on for revenue but also erode consumer confidence regarding future bookings. According to the Association of Independent Festivals, 72 UK festivals announced closures, cancellations, or postponements in 2024 due to escalating operational costs. This high attrition rate signifies a loss of immediate sales volume and indicates a structural decline in the number of viable commercial

partners available to ticketing service providers.

## **Market Trends**

The adoption of NFT and blockchain technology for fraud prevention is fundamentally transforming market security by establishing immutable digital ledgers for admission passes. Unlike traditional QR codes that are easily duplicated, blockchain-based ticketing ensures every asset is traceable and unique, effectively mitigating the risk of counterfeit tickets while enabling organizers to enforce strict regulations on secondary transfers. This technology is increasingly favored by major sporting venues; for example, Crypto.news reported in December 2024 that the New York Red Bulls partnered with Sports Illustrated Tickets to use the Box Office blockchain platform for their 25,000-seat stadium, ensuring verifiable and secure access for attendees.

Simultaneously, the implementation of AI-driven dynamic pricing algorithms is reshaping revenue strategies by enabling platforms to adjust prices in real-time according to fluctuating demand. By evaluating immediate market interest and historical data, these algorithms allow organizers to maximize value from high-demand inventory while optimizing occupancy in less popular sections. This data-focused approach is essential for offsetting rising production costs and boosting financial performance. As evidence, Live Nation Entertainment's 'Fourth Quarter 2024 Results' in February 2025 reported that Ticketmaster's revenue grew by 14% to \$841 million, a rise partially attributed to effectively capitalizing on market demand.

## **Key Market Players**

Atom Tickets LLC

Bigtree Entertainment Pvt Ltd

Cinemark Holding Inc

KyaZoonga, Inc.

Ticketmaster Entertainment LLC

Eventbrite, Inc.

StubHub, Inc.

Live Nation Entertainment, Inc.

Fandango Media, LLC

Viagogo Entertainment Inc.

## Report Scope

In this report, the Global Online Event Ticketing Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Online Event Ticketing Market, By Platform

Desktop

Mobile

### Online Event Ticketing Market, By Event Type

Sports

Music Shows

Movies

Comedy Shows

Others (Exhibition

Food & Drinks Events

etc.)

### Online Event Ticketing Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Online Event Ticketing Market.

### **Available Customizations:**

Global Online Event Ticketing Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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