

# **Corporate Event Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Event Type (Conference/Seminar, Trade Shows/Exhibitions, Incentive Programs, Company Meetings, Others), By Platform (Virtual Events, Hybrid Events, Physical Events), By Audience Size (Small Groups, Medium Groups, Large Groups), By Region & Competition, 2020-2030F**

<https://marketpublishers.com/r/CE15248D2E27EN.html>

Date: June 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: CE15248D2E27EN

## **Abstracts**

### **Market Overview**

The Global Corporate Event Market was valued at USD 318.19 Billion in 2024 and is projected to reach USD 539.22 Billion by 2030, growing at a CAGR of 9.25% during the forecast period. The market is witnessing dynamic transformation fueled by the rising demand for innovative event formats such as secret gatherings, silent conferences, and experiential networking events like lunch clubbing. These unique concepts cater to evolving corporate expectations around engagement, creativity, and strategic interaction. Additionally, heightened focus on employee participation, immersive experiences, and entertainment aspects has broadened the scope and complexity of corporate events. Government-supported entrepreneurship programs and global startup initiatives are also catalyzing demand, as they facilitate conferences, seminars, and pitch events that engage youth and aspiring entrepreneurs. This growth is further amplified by digital integration and the rising participation of Gen Z and millennials in professional development programs.

### **Key Market Drivers**

## Rising Importance of Employee Engagement and Retention

The increasing focus on employee engagement and retention is a key driver in the global corporate event market. Organizations are recognizing the strategic value of entertainment-led events such as team-building retreats, wellness getaways, and celebratory gatherings. These initiatives enhance workplace culture, reduce stress, and strengthen interpersonal connections among employees, thereby boosting morale and reducing attrition. With millennials and Gen Z making up a significant portion of the workforce, there is a heightened demand for work environments that prioritize well-being, recognition, and creative engagement. Corporate events serve as a platform to reward performance, build brand loyalty internally, and foster team cohesion, making them a critical component of modern HR strategies. As a result, businesses are increasingly investing in customized entertainment experiences to support long-term talent retention.

## Key Market Challenges

### High Costs and Budget Constraints

Managing expenses continues to be a major hurdle in the corporate event market. From venue bookings and catering to live performances and technical equipment, organizing corporate events incurs substantial costs. Smaller firms often find it difficult to allocate adequate funds for such initiatives, while larger enterprises must justify ROI against intangible benefits like team morale or brand image. Budget scrutiny becomes even more intense during economic downturns, with discretionary spending on entertainment often reduced first. Additionally, inflation and rising costs in the post-pandemic period have placed further pressure on event planning budgets. Vendors and service providers have increased their rates, making cost optimization a critical requirement for event organizers. To navigate these financial challenges, companies must focus on maximizing value through meticulous planning, cost-sharing strategies, and leveraging digital platforms where feasible.

## Key Market Trends

### Rise of Hybrid and Virtual Events

The shift toward hybrid and virtual formats is reshaping the corporate event landscape. Originally driven by pandemic restrictions, these formats have now become preferred

options for many organizations due to their scalability and cost-efficiency. Hybrid events combine in-person attendance with virtual participation, allowing for broader outreach and flexibility. Companies can now engage remote employees, international stakeholders, or clients without the need for physical travel. These events also offer enhanced tracking capabilities, such as real-time analytics and audience engagement metrics, which support data-driven decision-making for future events. Technological enhancements including gamified experiences, virtual networking spaces, and augmented reality components are enriching user interaction and retention. The hybrid model offers the dual advantage of inclusivity and reduced overhead, making it a sustainable long-term solution for corporate engagement.

### **Key Market Players**

Alive Network Ltd.

All American Entertainment

Bassett Events Inc.

Booking Entertainment

Contraband Entertainment

Corporate Entertainment Agency

DCM Event Management

DNA Entertainment Networks Pvt. Ltd.

Entertainers Worldwide Ltd.

Eventive Marketing Inc.

### **Report Scope:**

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

### Corporate Event Market, By Event Type:

Conference/Seminar

Trade Shows/Exhibitions

Incentive Programs

Company Meetings

Others

### Corporate Event Market, By Platform:

Virtual Events

Hybrid Events

Physical Events

### Corporate Event Market, By Audience Size:

Small Groups

Medium Groups

Large Groups

### Corporate Event Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the global Corporate Event Market.

## **Available Customizations:**

Global Corporate Event 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchasing Decision

### **5. GLOBAL CORPORATE EVENT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Event Type (Conference/Seminar, Trade Shows/Exhibitions, Incentive Programs, Company Meetings, Others)

5.2.2. By Platform (Virtual Events, Hybrid Events, Physical Events)

5.2.3. By Audience Size (Small Groups, Medium Groups, Large Groups)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA CORPORATE EVENT MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Event Type

6.2.2. By Platform

6.2.3. By Audience Size

6.2.4. By Country

## 6.3. North America: Country Analysis

### 6.3.1. United States Corporate Event Market Outlook

#### 6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

#### 6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Event Type

6.3.1.2.2. By Platform

6.3.1.2.3. By Audience Size

### 6.3.2. Canada Corporate Event Market Outlook

#### 6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

#### 6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Event Type

6.3.2.2.2. By Platform

6.3.2.2.3. By Audience Size

### 6.3.3. Mexico Corporate Event Market Outlook

#### 6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

#### 6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Event Type

6.3.3.2.2. By Platform



#### 6.3.3.2.3. By Audience Size

## 7. EUROPE CORPORATE EVENT MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Event Type

#### 7.2.2. By Platform

#### 7.2.3. By Audience Size

#### 7.2.4. By Country

### 7.3. Europe: Country Analysis

#### 7.3.1. France Corporate Event Market Outlook

##### 7.3.1.1. Market Size & Forecast

###### 7.3.1.1.1. By Value

##### 7.3.1.2. Market Share & Forecast

###### 7.3.1.2.1. By Event Type

###### 7.3.1.2.2. By Platform

###### 7.3.1.2.3. By Audience Size

#### 7.3.2. Germany Corporate Event Market Outlook

##### 7.3.2.1. Market Size & Forecast

###### 7.3.2.1.1. By Value

##### 7.3.2.2. Market Share & Forecast

###### 7.3.2.2.1. By Event Type

###### 7.3.2.2.2. By Platform

###### 7.3.2.2.3. By Audience Size

#### 7.3.3. Spain Corporate Event Market Outlook

##### 7.3.3.1. Market Size & Forecast

###### 7.3.3.1.1. By Value

##### 7.3.3.2. Market Share & Forecast

###### 7.3.3.2.1. By Event Type

###### 7.3.3.2.2. By Platform

###### 7.3.3.2.3. By Audience Size

#### 7.3.4. Italy Corporate Event Market Outlook

##### 7.3.4.1. Market Size & Forecast

###### 7.3.4.1.1. By Value

##### 7.3.4.2. Market Share & Forecast

###### 7.3.4.2.1. By Event Type

###### 7.3.4.2.2. By Platform

- 7.3.4.2.3. By Audience Size
- 7.3.5. United Kingdom Corporate Event Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Event Type
    - 7.3.5.2.2. By Platform
    - 7.3.5.2.3. By Audience Size

## **8. ASIA-PACIFIC CORPORATE EVENT MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Event Type
  - 8.2.2. By Platform
  - 8.2.3. By Audience Size
  - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Corporate Event Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Event Type
      - 8.3.1.2.2. By Platform
      - 8.3.1.2.3. By Audience Size
  - 8.3.2. Japan Corporate Event Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Event Type
      - 8.3.2.2.2. By Platform
      - 8.3.2.2.3. By Audience Size
  - 8.3.3. India Corporate Event Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Event Type
      - 8.3.3.2.2. By Platform

- 8.3.3.2.3. By Audience Size
- 8.3.4. Vietnam Corporate Event Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Event Type
    - 8.3.4.2.2. By Platform
    - 8.3.4.2.3. By Audience Size
- 8.3.5. South Korea Corporate Event Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Event Type
    - 8.3.5.2.2. By Platform
    - 8.3.5.2.3. By Audience Size

## **9. MIDDLE EAST & AFRICA CORPORATE EVENT MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Event Type
  - 9.2.2. By Platform
  - 9.2.3. By Audience Size
  - 9.2.4. By Country
- 9.3. MEA: Country Analysis
  - 9.3.1. South Africa Corporate Event Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Event Type
      - 9.3.1.2.2. By Platform
      - 9.3.1.2.3. By Audience Size
  - 9.3.2. Saudi Arabia Corporate Event Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Event Type
      - 9.3.2.2.2. By Platform

- 9.3.2.2.3. By Audience Size
- 9.3.3. UAE Corporate Event Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Event Type
    - 9.3.3.2.2. By Platform
    - 9.3.3.2.3. By Audience Size
- 9.3.4. Turkey Corporate Event Market Outlook
  - 9.3.4.1. Market Size & Forecast
    - 9.3.4.1.1. By Value
  - 9.3.4.2. Market Share & Forecast
    - 9.3.4.2.1. By Event Type
    - 9.3.4.2.2. By Platform
    - 9.3.4.2.3. By Audience Size
- 9.3.5. Kuwait Corporate Event Market Outlook
  - 9.3.5.1. Market Size & Forecast
    - 9.3.5.1.1. By Value
  - 9.3.5.2. Market Share & Forecast
    - 9.3.5.2.1. By Event Type
    - 9.3.5.2.2. By Platform
    - 9.3.5.2.3. By Audience Size
- 9.3.6. Egypt Corporate Event Market Outlook
  - 9.3.6.1. Market Size & Forecast
    - 9.3.6.1.1. By Value
  - 9.3.6.2. Market Share & Forecast
    - 9.3.6.2.1. By Event Type
    - 9.3.6.2.2. By Platform
    - 9.3.6.2.3. By Audience Size

## **10. SOUTH AMERICA CORPORATE EVENT MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Event Type
  - 10.2.2. By Platform
  - 10.2.3. By Audience Size
  - 10.2.4. By Country

### 10.3. South America: Country Analysis

#### 10.3.1. Brazil Corporate Event Market Outlook

##### 10.3.1.1. Market Size & Forecast

###### 10.3.1.1.1. By Value

##### 10.3.1.2. Market Share & Forecast

###### 10.3.1.2.1. By Event Type

###### 10.3.1.2.2. By Platform

###### 10.3.1.2.3. By Audience Size

#### 10.3.2. Argentina Corporate Event Market Outlook

##### 10.3.2.1. Market Size & Forecast

###### 10.3.2.1.1. By Value

##### 10.3.2.2. Market Share & Forecast

###### 10.3.2.2.1. By Event Type

###### 10.3.2.2.2. By Platform

###### 10.3.2.2.3. By Audience Size

#### 10.3.3. Colombia Corporate Event Market Outlook

##### 10.3.3.1. Market Size & Forecast

###### 10.3.3.1.1. By Value

##### 10.3.3.2. Market Share & Forecast

###### 10.3.3.2.1. By Event Type

###### 10.3.3.2.2. By Platform

###### 10.3.3.2.3. By Audience Size

## 11. MARKET DYNAMICS

### 11.1. Drivers

### 11.2. Challenges

## 12. MARKET TRENDS & DEVELOPMENTS

### 12.1. Merger & Acquisition (If Any)

### 12.2. Product Launches (If Any)

### 12.3. Recent Developments

## 13. PORTERS FIVE FORCES ANALYSIS

### 13.1. Competition in the Industry

### 13.2. Potential of New Entrants

### 13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

## **14. COMPETITIVE LANDSCAPE**

### **14.1. Company Profiles**

#### **14.1.1. Alive Network Ltd.**

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

#### **14.1.2. All American Entertainment**

#### **14.1.3. Bassett Events Inc.**

#### **14.1.4. Booking Entertainment**

#### **14.1.5. Contraband Entertainment**

#### **14.1.6. Corporate Entertainment Agency**

#### **14.1.7. DCM Event Management**

#### **14.1.8. DNA Entertainment Networks Pvt. Ltd.**

#### **14.1.9. Entertainers Worldwide Ltd.**

#### **14.1.10. Eventive Marketing Inc.**

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Corporate Event Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Event Type (Conference/Seminar, Trade Shows/Exhibitions, Incentive Programs, Company Meetings, Others), By Platform (Virtual Events, Hybrid Events, Physical Events), By Audience Size (Small Groups, Medium Groups, Large Groups), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/CE15248D2E27EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CE15248D2E27EN.html>