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Asia Pacific Event Apps Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Enterprise Event Apps, Hybrid Apps, Corporates Meeting Apps, Conference Apps, Trade Show Apps, Festival Apps, and Sports Event Apps), Operating System (iOS, Android, and Web-based), and End User (Event Organizer and Planners, Corporates, Government, Education, and Others)

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Abstracts

The Asia Pacific event apps market is expected to grow from US$ 306.81 million in 2022 to US$ 737.70 million by 2028. It is estimated to grow at a CAGR of 15.7% from 2022 to 2028.

Impact of Digitalization is Driving the Asia Pacific Event Apps Market

Digitalization is paving the way for events and conferences in several end-use verticals, including science, education, government, and health care. Digitalization is helping event planners efficiently host and manage events, convention, or trade show that brings new revenue to industries across the country. For instance, in January 2022, ON24 released its Go Live app to help marketers stream live video events. ON24 Go Live enables event planners to create digital events and deliver an interactive and engaging experience for audiences. It provides the users with multiple ways to run virtual events, from multisession and live-streamed digital events to interactive webinars. Expanding digital experiences allows customers to create and set up events, capture data, and analyze actionable insights to enhance product sales. ON24 Go Live features pre-built event templates for different interactive virtual events, such as

roadshows, training, town halls, and company meetings. Furthermore, digitalization is driving the Asia Pacific event apps market growth by keeping audiences engaged with event and in-session chats, polls, and breakout sessions, providing the ability to track event activity and attendee engagement. It also provides customers with a one-stop platform to drive an interactive, engaging experience that provides opportunities for two-way discussion, networking, and relationship-building.

Asia Pacific Event Apps Market Overview

China, India, South Korea, Japan, and Australia are among the key economies of Asia Pacific. The growth of the economy and the rise in government sponsorships for various events, including sports, rapid digitization, and other technological advancements, contribute to the expansion of event apps market during the forecasted period. Attending a conference or seminar helps individuals meet new people in their industry, learn about the latest research and events across the world, enhance presentation and communication skills, and refine ideas. The Asia Pacific event apps market is expected to develop due to the rising interest of the young population in sports, music, exhibitions, and seminars. Ernst & Young, a worldwide professional services network, sponsors several events and conferences related to healthcare, entrepreneurship, etc. across India. J.P. Morgan, an American bank, and financial services corporation also sponsors various nonprofit activities in athletics and arts and culture. All of these factors are expected to fuel the expansion of the Asia Pacific events industry during the forecast period. Furthermore, developing economies such as China, India, and South Korea support the transformation of Asia Pacific into a developing region as these countries have a high manufacturing unit concentration and are experiencing rapid industrial expansion. In the coming years, the number of trade events and exhibitions for product launches is expected to grow due to the rising industrial sector in these countries. Concerts, events, webinars, and exhibitions require event apps to manage the associated activities effectively. Although a few offline events and conferences have been canceled due to the COVID-19 outbreak, event apps play a critical role in ensuring that online activities are held smoothly. New student orientation, Bridge program virtual trial class, Webinar: Introduction to UMGC Asia, Graduate programs webinar, EmTech Asia 2020, Mobile Growth Summit Asia, ODSC ASIA PACIFIC Virtual Conference, Digital Travel-the Travel Summit, and PDI Asia Pacific Summit Virtual Experience 2021 are a few online events that occur in Asia Pacific. Such activities are driving the Asia Pacific event apps market growth in the region. Major event apps players consider Asia Pacific a promising market to grow their presence. Cvent, Inc, the world's leading meeting, event, and travel technology provider, announced the opening of additional offices in Australia and Singapore in June 2021. The new locations are part of Cvent's

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plan to provide various businesses with end-to-end meeting, event, and travel software. Cvent has been expanding its footprint in Asia Pacific for over a decade, and the physical locations and local staff will help the company increase its global reach and service level. All these factors are likely to contribute to the growth of the Asia Pacific event apps market in Asia Pacific during the forecast period.

Asia Pacific Event Apps Market Revenue and Forecast to 2028 (US$ Million)

Asia Pacific Event Apps Market Segmentation

The Asia Pacific event apps market is segmented into type, operating system, end user, and country.

Based on type, the Asia Pacific event apps market is segmented into enterprise event apps, hybrid apps, corporates meeting apps, conference apps, trade show apps, festival apps, and sports event apps. In 2022, the enterprise event apps segment registered a largest share in the Asia Pacific event apps market.

Based on operating system, the Asia Pacific event apps market is segmented into iOS, android, and web-based. In 2022, the android segment registered a largest share in the Asia Pacific car care products market.

Based on end user, the Asia Pacific event apps market is segmented into event organizer and planners, corporates, government, education, and others. In 2022, the event organizer and planners segment registered a largest share in the Asia Pacific event apps market.

Based on country, the Asia Pacific event apps market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. In 2022, China segment registered a largest share in the Asia Pacific event apps market.

Cvent Inc.; Evenium; Eventbase Technology Inc.; Livestorm Inc; Meeting Application; ON24, Inc.; SpotMe; WebEx Events; Whova; and Yapp Inc. are the leading companies operating in the Asia Pacific event apps market.

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