

Asia Pacific Smart Ticketing Market Forecast to 2031 – Regional Analysis – by Component (Hardware, Software, and Services), Payment System (Open Payment System, Smart Card, and NFC), and End User (Transportation, Sport and Entertainment, Parking, and Others)

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Abstracts

The Asia Pacific smart ticketing market was valued at US\$ 1,508.01 million in 2023 and is expected to reach US\$ 3,919.57 million by 2031; it is estimated to record a CAGR of 12.7% from 2023 to 2031 .

Rising Investments in Smart Stadiums Boost Asia Pacific Smart Ticketing Market

In recent years, the global need for contactless experience systems has accelerated the use of smart ticketing in stadium and event sales processes. Smart ticketing provides an easy way for stadium and event organizers to run their operations more efficiently, avoiding overhead costs and procedural bottlenecks. This is crucial since traditional paper-based ticketing needs more labor and resources, rendering it an unsustainable method of organizing sporting events. The implementation of a smart ticketing system can dramatically enhance ticket sales by allowing fans to check the availability of their favorite seats and order tickets that match their preferences. The significant data acquired from these bookings allows organizers to determine which areas fans are most interested in, resulting in the development of targeted ticketing strategies that appeal to specific audience segments. With smart ticketing taking care of ticket validation, the stadium staff may be reallocated to improve fan experiences, assist with crowd management, provide information and guidance, or support key areas that require human intervention. Smart ticketing makes the best use of workers by streamlining

ticketing operations, boosting both operational efficiency and the entire stadium experience for attendees. For instance, RFID tickets were utilized by millions of supporters during the FIFA Confederations Cup in 2013, the FIFA World Cup in 2014, the FIFA Confederations Cup in 2017, the FIFA World Cup in 2018, the FIFA Arab Cup in 2021, and the FIFA World Cup 2022 in Qatar. FIFA had appointed HID as its official ticket producer. Thus, increasing investments in smart stadiums to make the user payment experience seamless is expected to create lucrative opportunities for the smart ticketing market expansion.

Asia Pacific Smart Ticketing Market Overview

The APAC smart ticketing market is witnessing significant growth, attributed to the increasing adoption of advanced technologies to provide convenience across various sectors in highly populated countries. The market is expected to benefit from the growing regional digitization. For example, in April 2023, China's launch of a unified mobile application integrating various ticket-selling platforms from over 140 nations is a notable development in this space. This initiative reflects the region's increasing focus on smart ticketing solutions to enhance the efficiency of transit systems and cater to the needs of a large population. According to the China Academy of Railway Sciences Company, the system, created specifically for the nations taking part in China's Belt and Road Initiative, would link and coordinate their platforms for selling tickets.

Moreover, the smart ticketing market growth is largely attributed to the increasing preference for contactless payments. This shift in consumer behavior has become a significant driving factor for the smart ticketing industry, as businesses across various sectors seek to capitalize on the convenience and security offered by contactless payment solutions.

Asia Pacific Smart Ticketing Market Revenue and Forecast to 2031 (US\$ Million)

Asia Pacific Smart Ticketing Market Segmentation

The Asia Pacific smart ticketing market is categorized into component, payment system, end user, and country.

Based on component, the Asia Pacific smart ticketing market is segmented into hardware, software, and services. The hardware segment held the largest market share in 2023.

By payment system, the Asia Pacific smart ticketing market is segmented into open payment system, smart card, and NFC. The smart card segment held the largest market share in 2023.

Based on end user, the Asia Pacific smart ticketing market is segmented into transportation, sport and entertainment, parking, and others. The transportation segment held the largest market share in 2023.

By country, the Asia Pacific smart ticketing market is segmented into India, China, Japan, South Korea, Australia, and the Rest of Asia Pacific. China dominated the Asia Pacific smart ticketing market share in 2023.

Infineon Technologies AG, NXP Semiconductors NV, Xerox Holdings Corp, Cubic Corp, IDEMIA France SAS, Thales SA, Confidex, HID Global Corp, and Siemens Energy AG are some of the leading companies operating in the Asia Pacific smart ticketing market.

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