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Europe 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 Europe event apps market is expected to grow from US$ 432.52 million in 2022 to US$ 913.72 million by 2028. It is estimated to grow at a CAGR of 13.3% from 2022 to 2028.

Virtual and Hybrid Events will be Driving the Europe Event Apps Market

Software Company, Bizzabo offers easy-to-use sponsor profiles that make securing sponsorships easier. Eventtia provides a hybrid event platform with the facility to capture a wider audience that keeps them connected, in-person or remote. Communique Conferencing, Inc., a leading hybrid, and virtual event platform provider, launched its all-in-one virtual and hybrid event mobile app in November 2021 for Apple and Android users. The mobile app is an extension to the virtual event platform with features including In-person attendee check-in, networking, exchange of business cards, and live view sessions. Such factors bolstered the growth of virtual and hybrid events, propelling the Europe event apps market growth.

Europe Event Apps Market Overview

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The significant increase in the number of corporate activities, such as conferences/seminars, brand promotions, and employee training activities; the rapid development of the tourism and hospitality sectors; and the expansion of IT hubs in Europe are driving the growth of the events market in the region. Other significant factors fueling the market are the increasing business travel, shifting preference toward leisure travel by business travelers, expanding urbanization, and rising disposable incomes. The rise in business activities such as business conferences, summits, seminars, and others, drives the demand for event planners, event management service providers, furniture and equipment rental services, and other corporate event components. Furthermore, the Europe event apps market growth is bolstered by the rising deployment of best-in-class technology that can handle the entire event. The innovative initiatives by the market players, such as marketing programs and digital campaigns, are largely responsible for the European events industry's rapid expansion. In addition, the event industry is expected to develop due to a rise in sponsorships, earnings, and attendance rates at various exhibitions. Companies in Europe are cost-conscious. Thus, they prefer mid-scale venues for events, conferences, and meetings. Europe has successfully obtained international association conferences, and many countries, such as Germany and Spain, are attractive conference locations. Merck Group, a Germany-based multinational science and technology business, sponsors educational, sporting, and cultural events, including music festivals, concerts, and art exhibitions, such as Hesse's largest music festival. Furthermore, the Europe event apps market in Europe is expected to undergo substantial changes during the forecast period owing to the growing application of big data analytics. The big data analytics enables exhibitors in the region to create well-researched marketing initiatives, digital campaigns, and effective methods to boost the market growth. Businesses are turning to big data to give vital business analytics to keep ahead of the competition. The information acquired helps improve logistics planning, increases sponsorship options, raises event participation, boosts earnings, and increases exhibition attendance rates. Moreover, businesses in Europe have recognized the need to adopt a connected approach to meet customer and industry demands. Exhibitions use the web and mobile solutions to connect consumers and vendors to year-round digital markets. These solutions provide many trade and networking opportunities and promote exhibits as a profitable marketing medium. All these factors are contributing to the Europe event apps market in Europe.

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

Europe Event Apps Market Segmentation

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

Based on type, the Europe 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 Europe event apps market.

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

Based on end user, the Europe 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 Europe event apps market.

Based on country, the Europe event apps market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. In 2022, Italy segment registered a largest share in the Europe 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 Europe event apps market.

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