

Middle East & Africa 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 Middle East & Africa event apps market is expected to grow from US\$ 61.74 million in 2022 to US\$ 103.29 million by 2028. It is estimated to grow at a CAGR of 9.0% from 2022 to 2028.

Virtual and Hybrid Events will be Driving the Middle East & Africa 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 Middle East & Africa event apps market growth.

Middle East & Africa Event Apps Market Overview

The events apps market in the Middle East & Africa (MEA) is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. The Middle East & Africa is expected to experience increasing urbanization and industrialization in the coming years, which would propel its economic growth in the future. The Gulf countries have advanced economically, while African countries have yet to achieve economic equilibrium. Various IT events and conferences in Middle East were postponed due to the COVID-19 pandemic. Several groups have been forced to hold virtual events during the pandemic, which accelerated the demand for event apps across the region. IT leaders can attend tech conferences to learn about modern technologies, including the Internet of Things, artificial intelligence (AI), 5G, and blockchain, and find new ways to improve legacy systems. Sponsors are considered the backbone of the event industry because they are the initial source of funding to host events.

The COVID-19 pandemic disrupted face-to-face networking, live events, and the excitement of exhibitions in the in-person host event sector. As a result of this disturbance, variables such as flexible tickets, smaller micro-events, and virtual events are altering the event sector. Further, players such as Cvent; Aventri; Ubivent; and Pathable, Inc. provide advanced event apps to assist organizers, planners, and corporations in successfully managing their events, resulting in the Middle East & Africa event apps market growth. Expo 2020 has boosted the events business as a large number of visitors traveled to Dubai. People are at ease traveling to the UAE, whether for business, vacation, or both, owing to the country's excellent management of COVID-19 crisis. Hence, the demand for effective event apps continues to grow across the Middle East & Africa.

Middle East & Africa Event Apps Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Event Apps Market Segmentation

The Middle East & Africa event apps market is segmented into type, operating system, end user, and country.

Based on type, the Middle East & Africa 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 Middle East & Africa event apps market.

Based on operating system, the Middle East & Africa event apps market is segmented

into iOS, android, and web-based. In 2022, the android segment registered a largest share in the Middle East & Africa car care products market.

Based on end user, the Middle East & Africa 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 Middle East & Africa event apps market.

Based on country, the Middle East & Africa event apps market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. In 2022, the UAE segment registered a largest share in the Middle East & Africa event apps market.

Cvent Inc.; Livestorm Inc; Meeting Application; ON24, Inc.; SpotMe; WebEx Events; Whova; and Yapp Inc. are the leading companies operating in the Middle East & Africa event apps market.

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