

Middle East & Africa 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 Middle East & Africa smart ticketing market was valued at US\$ 411.27 million in 2023 and is expected to reach US\$ 897.67 million by 2031; it is estimated to record a CAGR of 10.2% from 2023 to 2031 .

Blockchain Technology in Smart Ticketing Bolsters Middle East & Africa Smart Ticketing Market

Smart ticketing using blockchain can improve passenger experience by increasing flexibility while reducing the waste of paper tickets. Blockchain technology has the potential to transform the event ticketing industry by enabling more secure, transparent, and efficient ticket sales and distribution. Traditionally, event ticketing has been beset by problems, including ticket fraud, counterfeiting, and scalping. These concerns result in huge costs for event organizers while creating a stressful and unjust experience for audiences. Using the blockchain, event organizers can overcome these problems and create a better experience for attendees. Blockchain can improve event ticketing by providing a decentralized platform for ticket sales. Rather than depending on a single authority or ticketing corporation to manage sales, blockchain enables event organizers to sell tickets directly to fans, thereby eliminating the need for intermediaries, such as ticket resellers, who frequently overprice tickets and contribute to scalping. The UOB team created the System for Ticketing Ubiquity using Blockchains (STUB) solution.

STUB employs both blockchain and ontology, a method of describing and managing complex information systems, to develop strong, transparent, and interconnected data structures. Such developments are among the emerging trends in the smart ticketing market.

Middle East & Africa Smart Ticketing Market Overview

The MEA smart ticketing market growth is attributed to the increasing use of contactless payments that are facilitated by technologies such as NFC and RFID; these technologies have reshaped the way consumers engage with ticketing systems. Further, countries in the region are taking innovative initiatives. For instance, in October 2023, the new smart ticketing system introduced by Dubai Municipality now allows visitors to use their phone, credit or debit card to pay for entrance fees. The smart ticketing system was first introduced at Safa Park. The new service has now been rolled out to major public parks in Dubai, such as Zabeel Park, Mamzar Beach Park, and Creek Park.

Middle East & Africa Smart Ticketing Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Smart Ticketing Market Segmentation

The Middle East & Africa smart ticketing market is categorized into component, payment system, end user, and country.

Based on component, the Middle East & Africa smart ticketing market is segmented into hardware, software, and services. The hardware segment held the largest market share in 2023.

By payment system, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa smart ticketing market is segmented into the KSA, the UAE, South Africa, and the Rest of Middle East & Africa. The KSA dominated the

Middle East & Africa smart ticketing market share in 2023.

Infineon Technologies AG, NXP Semiconductors NV, Xerox Holdings Corp, IDEMIA France SAS, Thales SA, and Siemens Energy AG are some of the leading companies operating in the Middle East & Africa smart ticketing market.

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