

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

<https://marketpublishers.com/r/S65BB682D3E4EN.html>

Date: January 2025

Pages: 98

Price: US\$ 3,450.00 (Single User License)

ID: S65BB682D3E4EN

Abstracts

The South & Central America smart ticketing market was valued at US\$ 274.18 million in 2023 and is expected to reach US\$ 547.91 million by 2031; it is estimated to record a CAGR of 9.0% from 2023 to 2031 .

Rising Investments in Smart Stadiums Fuel South & Central America 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.

South & Central America Smart Ticketing Market Overview

The SAM smart ticketing market is experiencing significant growth due to the rising adoption of smart wearables in the region. Smart wearables, including smartwatches, fitness trackers, and other connected devices, have become integral parts of consumers' daily lives, presenting a unique opportunity for businesses in the smart ticketing sector. Furthermore, various companies in the region are taking initiatives in regard to smart ticketing. For instance, in March 2024, Busbud, an online marketplace for intercity bus and train tickets, announced that it is expanding its presence in Brazil through the acquisition of Buson. Montreal-based Busbud offers business-management software to bus operators and has an online marketplace where travelers can purchase digital tickets. Buson offers similar software to 300 bus operators in Brazil and has an online marketplace for ticket purchases.

South & Central America Smart Ticketing Market Revenue and Forecast to 2031 (US\$ Million)

South & Central America Smart Ticketing Market Segmentation

The South & Central America smart ticketing market is categorized into component, payment system, end user, and country.

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

By payment system, the South & Central America 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 South & Central America 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 South & Central America smart ticketing market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America smart ticketing market share in 2023.

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

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