

## **Event Management Software - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 70 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

Event Management Software Market Analysis

The event management software size market is valued at USD 13.80 billion in 2024 and is forecast to reach USD 25.88 billion in 2030, advancing at a 10.27% CAGR between 2025 and 2030. Strong demand for AI-powered personalization in virtual and hybrid events, the rapid transition to cloud delivery, and rising regulatory pressure for sustainability reporting are reinforcing growth momentum. Vendors are accelerating capability expansion through acquisitions that bundle planning, marketing, and analytics features into unified suites, strengthening barriers to entry. Competitive intensity is rising as small and medium-sized businesses (SMBs) adopt self-service ticketing tools at scale, compelling incumbents to refine pricing and integration strategies. Infrastructure upgrades such as 5G and fiber-to-the-x (FTTX) in Asia-Pacific unlock real-time rich-media engagement, widening addressable user bases and underpinning double-digit regional growth. Meanwhile, legacy system integration issues and mounting SaaS subscription fatigue among large enterprises temper the overall trajectory.

Global Event Management Software Market Trends and Insights

AI-powered personalization transforms virtual and hybrid events

North American platforms now embed behavioral analytics engines that assemble bespoke agendas, session suggestions, and networking matches in real time. Bizzabo's AI-driven event assistant, launched in December 2024, automates repetitive planning tasks while raising attendee engagement scores, demonstrating the revenue impact of hyper-personalized journeys Bizzabo. Early

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

adopters report higher conversion of virtual participants into qualified leads, encouraging marketing teams to double event budgets tied to data-rich experiences. The shift is also reshaping vendor roadmaps, prompting accelerated integration of machine learning pipelines with registration, content, and community modules. As generative tools become affordable, smaller providers rapidly embed them to avoid churn. The net effect is a competitive race toward deeper, real-time personalization that differentiates offerings beyond core logistics features.

#### Self-service ticketing systems gain traction among European SMBs

European SMBs increasingly deploy low-code ticketing platforms that remove IT dependence and compress go-to-market timelines. A Verizon survey shows that 77% of small businesses consider high-speed connectivity a key productivity lever, a figure that has pushed vendors to launch simplified, tiered pricing and intuitive user interfaces. Market share gains by agile challengers are pressuring incumbents to extend freemium models and embed onboarding wizards to sustain relevance. Because SMBs account for the majority of regional employment, their adoption curve exerts outsized influence on the event management software market. Providers able to balance feature depth with ease of use are capturing disproportionate wallet share, reinforcing a virtuous cycle of product feedback and rapid iteration.

#### Legacy system integration challenges hinder adoption

Many venues in emerging economies still rely on proprietary property-management systems lacking modern APIs. Integrating contemporary platforms requires labor-intensive middleware that extends deployment cycles and inflates total cost of ownership. Data synchronization lags limit automation, frustrating planners who expect unified dashboards. Forward-thinking vendors offer connector marketplaces and professional services targeted at bridging archaic databases with cloud architectures, but cost sensitivity in developing regions slows uptake. Where governments subsidize digital modernization, adoption rebounds, yet the near-term drag remains material for vendors counting on geographic expansion.

Other drivers and restraints analyzed in the detailed report include:

5G/FTTX infrastructure enables interactive live-stream innovations / Sustainability reporting requirements drive analytics demand / SaaS subscription fatigue impacts enterprise clients /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Event planning applications generated the largest revenue slice at 29.97% of the event management software market in 2024. The segment's double-digit 13.12% CAGR forecast shows that workflow orchestration capabilities remain the nucleus of digital transformation. In practice, automated task lists, centralized asset libraries, and stakeholder collaboration zones compress production schedules and elevate consistency. RainFocus' Event Benchmark Assessment tool lets customers evaluate performance against peer benchmarks, guiding optimization strategies that feed back into planning modules.

The event management software market size for planning products is projected to widen further as adjacent modules-budgeting, content management, and venue sourcing-are embedded into single dashboards. Vendors are layering predictive analytics that recommend ideal session formats or speaker mixes based on historical engagement scores. The result is a reinforcing loop: richer insights drive demand for more detailed planning features, and deeper adoption yields datasets that sharpen predictive accuracy.

Cloud options secured 75% share of the event management software market in 2024 and are growing at a healthy 13.10% CAGR. Fast deployment, elastic scalability, and seamless feature rollouts override residual concerns around data residency and offline

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

access. The event management software market size for cloud solutions is set to surge as AI processing needs favor central compute clusters over on-premise servers.

SMBs spearheaded the migration, yet large enterprises now accelerate moves to sunset legacy data centers for environmental and cost reasons. Providers respond with single-tenant and sovereign-cloud variants that meet sector-specific compliance mandates. Innovations such as edge caching and progressive web applications mitigate connectivity risks at remote venues, widening addressable geographies.

Event Management Software Market Segments Into by Software Type (Event Planning, Event Marketing, and More), by Organization Size (Small and Medium Enterprises, Large Enterprises), by Deployment Type (Cloud, On-Premise), by End-User Vertical (Corporate, Government, and More), and by Geography. The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

North America contributed 39.85% of global revenue in 2024 and continues to command the highest absolute spend thanks to early technology adoption, entrenched vendor headquarters, and mature sponsorship markets. Eventbrite processed USD 3.6 billion in gross ticket value across 302 million passes in 2023, illustrating ecosystem scale Eventbrite. Generative AI penetration in small businesses doubled in a year, with 40% now using such tools, a statistic that drives aggressive feature launches in regional platforms. Heightened privacy expectations spur demand for SOC 2 and EU-U.S. Data Privacy Framework certifications, positioning compliance leadership as a competitive wedge.

Asia-Pacific registers the fastest trajectory at a 14.30% CAGR, supported by sweeping 5G coverage, surging digital payments, and government-led smart-city programs. The region attracted 2.5 million remote viewers to a single 5G-enabled theatre broadcast, highlighting latent audience pools unlocked by reliable high-definition streams GSMA. South Korea, Japan, and India are forecast to outpace regional averages, propelled by consumer familiarity with super-apps that bundle ticketing, streaming, and social commerce. Localization-currency, language, and regulatory nuances-remains decisive for foreign vendors targeting share capture.

Europe sustains meaningful volume amid regulatory complexity shaping product roadmaps. Mandatory carbon disclosure and GDPR-aligned data handling push vendors to embed granular consent controls and sustainability dashboards. Cvent's alliance with VOK DAMS deepens local service provision in the DACH cluster, signaling the importance of culturally attuned support vehicles for mid-market accounts Cvent. Meanwhile, self-service ticketing adoption among SMBs accelerates, redistributing channel economics and intensifying price competition.

The Middle East and Africa witness rising relevance as governments channel funds into mega-venue construction that rivals established convention hubs. Bahrain's USD 221.85 million center and Dubai Exhibition Centre's expansion will generate continuous event calendars that necessitate enterprise-grade orchestration platforms Zawya. Providers offering Arabic interfaces, multicurrency settlement, and high-volume badge printing are best placed to win early contracts. Legacy PMS integration challenges linger yet are expected to ease as newly built facilities deploy modern hospitality stacks from inception.

## List of Companies Covered in this Report:

Cvent Inc. / Stova (Aventri+MeetingPlay) / Eventbrite Inc. / Tripleseat / ACTIVE Network / Momentus Technologies / Certain Inc. / SignUpGenius / EMS Software / Hopin / Bizzabo / Whova / vFairs / Splash / Eventzilla / Brown Paper Tickets / idloom / TryBooking / Hubb / MeetApp /

## Additional Benefits:

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

## **Table of Contents:**

### 1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Proliferation of AI-powered personalization across virtual and hybrid events (North America)

4.2.2 Rapid adoption of self-service ticketing systems by SMB venues (Europe)

4.2.3 Large-scale roll-out of 5G/FTTX driving interactive live-stream features (Asia)

4.2.4 Mandatory sustainability reporting for corporate events boosting analytics demand (EU)

4.2.5 Aggressive MICE infrastructure investments by GCC governments (Middle East)

4.2.6 Growing preference for campus-wide event suites in higher-education consortia (Oceania)

4.3 Market Restraints

4.3.1 Friction from venue-legacy PMS integrations in developing regions

4.3.2 Rising SaaS subscription fatigue among large enterprise clients

4.4 Regulatory Outlook

4.5 Technological Outlook

4.6 Porter's Five Forces Analysis

4.6.1 Bargaining Power of Suppliers

4.6.2 Bargaining Power of Buyers

4.6.3 Threat of New Entrants

4.6.4 Threat of Substitutes

4.6.5 Intensity of Rivalry

### 5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Software Type

5.1.1 Event Planning

5.1.2 Event Marketing

5.1.3 Venue and Ticket Management

5.1.4 Analytics and Reporting

5.1.5 Others

5.2 By Deployment

5.2.1 Cloud

5.2.2 On-premise

5.3 By Organization Size

5.3.1 Small and Medium Enterprises

5.3.2 Large Enterprises

5.4 By End-user Vertical

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.4.1 Corporate
- 5.4.2 Government
- 5.4.3 Education
- 5.4.4 Media and Entertainment
- 5.4.5 Others
- 5.5 By Geography
  - 5.5.1 North America
    - 5.5.1.1 United States
    - 5.5.1.2 Canada
    - 5.5.1.3 Mexico
  - 5.5.2 South America
    - 5.5.2.1 Brazil
    - 5.5.2.2 Argentina
    - 5.5.2.3 Rest of Latin America
  - 5.5.3 Europe
    - 5.5.3.1 Germany
    - 5.5.3.2 United Kingdom
    - 5.5.3.3 France
    - 5.5.3.4 Italy
    - 5.5.3.5 Spain
    - 5.5.3.6 Rest of Europe
  - 5.5.4 Asia-Pacific
    - 5.5.4.1 China
    - 5.5.4.2 Japan
    - 5.5.4.3 South Korea
    - 5.5.4.4 India
    - 5.5.4.5 Australia
    - 5.5.4.6 New Zealand
    - 5.5.4.7 Rest of Asia-Pacific
  - 5.5.5 Middle East and Africa
    - 5.5.5.1 United Arab Emirates
    - 5.5.5.2 Saudi Arabia
    - 5.5.5.3 South Africa
    - 5.5.5.4 Rest of Middle East and Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Strategic Developments
- 6.2 Vendor Positioning Analysis
- 6.3 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Products and Services, and Recent Developments)
  - 6.3.1 Cvent Inc.
  - 6.3.2 Stova (Aventri+MeetingPlay)
  - 6.3.3 Eventbrite Inc.
  - 6.3.4 Tripleseat
  - 6.3.5 ACTIVE Network
  - 6.3.6 Momentus Technologies
  - 6.3.7 Certain Inc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.3.8 SignUpGenius
- 6.3.9 EMS Software
- 6.3.10 Hopin
- 6.3.11 Bizzabo
- 6.3.12 Whova
- 6.3.13 vFairs
- 6.3.14 Splash
- 6.3.15 Eventzilla
- 6.3.16 Brown Paper Tickets
- 6.3.17 idloom
- 6.3.18 TryBooking
- 6.3.19 Hubb
- 6.3.20 MeetApp

## 7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

### 7.1 White-space and Unmet-need Assessment

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Event Management Software - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-06-01 | 70 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-26"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

