

# U.S. Event Services Market Rising Trends to Reach \$153,096.5 Million by 2032 at 7.0% CAGR

*The U.S. event services market is projected to reach \$153,096.5 million by 2032, registering a CAGR of 7.0% from 2023 to 2032.*

WILMINGTON, DELAWARE, UNITED STATES, December 8, 2023

/EINPresswire.com/ -- The [U.S. event services market](#) size was valued at \$70,300.0 million in 2022, and is projected to reach \$153,096.5 million by 2032, registering a CAGR of 7.0% from 2023 to 2032. The "entertainment event services" refers to a wide array of professional services provided by businesses and individuals to plan, organize, and execute a variety of entertainment events. Events including concerts, music festivals, live performances, business gatherings, trade shows, conferences, weddings, and private parties could fall under this category. Event entertainment services are essential for making attendees' experiences memorable and guaranteeing a successful event's implementation.



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Party City Corporation  
Live Nation Entertainment, Inc.  
All Occasion Event Planning  
Dream Party Productions  
360 Destination Group  
Access  
Cvent Holding Corp.  
Anschutz Entertainment Group, Inc.  
ATPI Ltd.  
Eventbrite, Inc.

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With the help of data analytics, event planners are better able to understand the preferences, actions, and participation of attendees. Event experiences and marketing tactics are improved because of this data-driven strategy. Pop-up events and micro-experiences have grown in popularity because they provide short-term, localized entertainment possibilities that appeal to certain target demographics and foster a feeling of exclusivity.

Virtual team-building activities and online workshops are now crucial for establishing team cohesion, raising employee morale, and preserving company culture as a result of the increase in remote work. It's still very popular to attend live entertainment events like athletic events, concerts, and music festivals. The availability of live events to a larger audience is greatly facilitated by streaming services and live platforms.

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By service type, the market is divided into strategy, planning, budget, & development, communication & logistics, location rental, event catering, attendees' management & engagement, event entertainer, and others. Further, event entertainers are segmented into artists, dancers, chefs & mixologists, comedians, musicians, unique performers, and others. The event entertainer segment is growing at a moderate rate during the forecast period as per the U.S. event services market trends. In the U.S. market for event services, the segment of event entertainers is a crucial and dynamic element. Performers, artists, and professionals who specialize in entertaining audiences at events include musicians, actors, dancers, and other professionals. They are essential in producing unforgettable scenes and having an everlasting effect on the audience. To accommodate various event kinds and themes, this category includes a wide variety of talents and entertainment alternatives. This increase in U.S. event services market demand influences the U.S. event services market growth.

The COVID-19 pandemic hastened the introduction of virtual and hybrid events, which combine online and offline components. Due to its accessibility, affordability, and capacity to reach audiences around the world, virtual events remained popular even as limitations loosened. More and more customers are looking for specialized and distinctive experiences. Event planners concentrated on designing immersive and engaging events, utilizing technology, interactive features, and storytelling to engage audiences more deeply.

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Concern for the environment has grown to be a major concern for both event planners and spectators. To mitigate the industry's environmental impact, sustainable methods, eco-friendly programs, and social responsibility initiatives are incorporated into event design and implementation. Event planning, interaction, and data collecting have been altered by developments in event technology, including AI-powered chatbots, event applications, virtual reality experiences, and live-streaming platforms. Technology is helpful in improving event experiences and boosting productivity.

Protocols for health and safety at events have received more attention since the outbreak. The event's planners took strict safety precautions, such as contactless registration, social isolation, and improved hygienic procedures, to guarantee the guests' well-being. Event planning and marketing tactics now incorporate diversity and inclusion. In order to promote diversity and represent a wide variety of cultures, opinions, and identities, event planners worked hard to create inclusive spaces.

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- By event type, the corporate events and seminar segment was the highest contributor to the market.
- By service type, the attendee's management and engagement segment is the fastest growing segment with 8.8% CAGR.

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- > Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- > Sort new clients or possible partners into the demographic you're looking for.
- > Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- > Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- > To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- > Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- > To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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