

# UK Events Industry Size Worth \$139.9 billion by 2032, Amid 5.0% CAGR Expansion From 2023-2032

The UK events market size was valued at \$74.9 billion in 2018, and is projected to reach \$139.9 billion by 2032, registering a CAGR of 5.0% from 2023 to 2032.

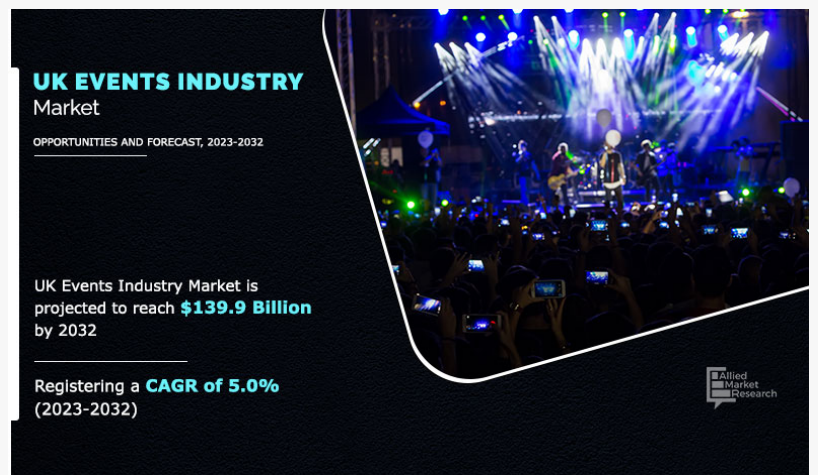
WILMINGTON, NEW CASTLE, DE, UNITED STATES, January 28, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[UK Events Industry](#), by Type (Music Concert, Festivals, Sports, Exhibitions and Conferences, Corporate Events & Seminars, and Others), Revenue Source (Ticket Sale, Sponsorship, and Others), Organizer (Corporate, Sports, Education, Entertainment, and Others), and Age Group (Below 20 Years, 21-40 Years, and Above 40 Years): Opportunity Analysis and Industry Forecast, 2023-2032."

The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market environment. The study examines the main factors influencing industry expansion, analyzing both its growth drivers and restraints. Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future.

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Revenue from ticket sales in the UK is supported by a diverse range of activities, including music concerts, festivals, sporting events, exhibitions, conferences, and corporate seminars.”

Roshan Deshmukh



UK Events Industry Analysis

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The term event refers to organizing a show which involves a public gathering at a pre-determined place and time. The most popular events include conferences & exhibitions, corporate events & seminars, promotion & fundraising, music & art performance, sports, festival,

trade shows, product launches, and similar others. The initial stage of a major event involves understanding the audience and the behavior that excites and emotionally engages them. The final stage involves conducting an event appropriately.

There are many events competing for people's time and financial resources in the UK's fiercely competitive events market. It is challenging for new events to stand out and draw crowds in specific event sectors or geographical areas. To meet this issue, it is essential to differentiate events with marketing that is successful and focuses on the right audience. Success in the events sector is influenced by its standing and how the public views it. The reputation of the sector is harmed by negative events like security lapses, logistical problems, or subpar event experiences. Professionals in charge of events must put in a lot of effort to uphold strict standards, guarantee guest pleasure, and immediately handle any issues. Thus, UK events industry trends are driving the UK events industry.

The perspectives of the leading CXOs in the UK events industry are presented in this section. Hybrid events have grown in popularity since they incorporate both live and virtual components. This enables the event's planners to reach a larger audience and cater to attendees who might be unable or reluctant to attend in person. Events that are hybrid offer the chance for greater involvement, networking, and monetization alternatives. Event planners are now placing a high priority on health and safety procedures. To protect attendees, precautions have been put in place such as temperature checks, mask requirements, social isolation, improved cleaning, and sanitization. Even when constraints loosen, these actions are likely to persist.

The UK events industry is segmented into type, revenue source, organizer, and age group. On the basis of type, the UK events industry is divided into music concerts, festivals, sports, exhibitions & conferences, corporate events & seminars, and others. Among these, the corporate events and seminars segment occupied the major UK events industry share in 2018 and is projected to maintain its dominance during the forecast period. This is owing to the rise in the number of companies and the frequent seminars & events conducted by them. In addition, such seminars and events involve interaction between speaker and audience, thus attracting more attendees.

On the basis of revenue source, it is segregated into ticket sale, sponsorship, and others. The sponsorship segment is growing at a moderate rate during the forecast period as per the [UK events industry statistics](#). This is attributed to the unlimited opportunities the organizers find to broaden their competitive advantage. Moreover, sponsoring an event increases reach among potential buyers and customers, thereby boosting the UK events industry growth.

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As per the organizer, it is categorized into corporate, sports, education, entertainment, and others. The entertainment segment is anticipated to grow at the highest CAGR during the forecast period. Through a variety of artistic events, such as exhibitions, art festivals, dance

performances, and cultural festivals, the UK honors its rich cultural legacy. The Edinburgh Festival, the Notting Hill Carnival, and the London exhibitions at the Tate Modern are notable occasions.

By age group, it is fragmented into below 20 years, 21–40 years, and above 40 years. The 21-40 years segment is growing at a moderate rate during the forecast period. This is owing to growing interest in entrepreneur & business seminars, conferences that offer proper guidelines & direction to the youth for establishing a start-up, along with music concerts and festive gatherings.

The major players analyzed for the UK events industry are Firebird Events Ltd., CL Events, Clarion Events Ltd., Cvent Holding Corp., BCD Group, Purple Lamb Events, Live Nation Entertainment, Inc., Anschutz Entertainment Group, ATP Ltd., Eventurous Ltd.

#### Key Findings Of Study:

- By type, the corporate events and seminar segment was the highest contributor to the market, with \$21.8 billion in 2018, and is estimated to reach \$45.1 billion by 2032, at a CAGR of 5.7% during the forecast period.
- By revenue source, the sponsorship segment was the highest contributor to the market, with \$32.2 billion in 2018, and is estimated to reach \$66.1 billion by 2032, at a CAGR of 5.6% during the forecast period.
- Depending on organizer, the entertainment segment was the highest contributor to the market, with \$21.8 billion in 2018, and is estimated to reach \$45.5 billion by 2032, at a CAGR of 5.7% during the forecast period.
- Age group wise, the 21-40 years segment was the highest contributor to the market, with \$32.5 billion in 2018, and is estimated to reach \$66.5 billion by 2032, at a CAGR of 5.6% during the forecast period.

#### Key Benefits For Stakeholders:

- This report provides a quantitative analysis of the current UK events industry trends, estimations, and dynamics from 2022 to 2031 to assist to identify the prevailing UK events industry opportunities.
- Major countries in each region are mapped according to the individual market revenue.
- The region-wise and country-wise market conditions are comprehensively analyzed.
- This study evaluates the competitive landscape and the value chain analysis to understand the competitive environment across geographies.
- An in-depth UK events industry analysis of each segment of the market is provided to assist the prevailing market opportunities.

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