U.S. Event Services Market Anticipated to Exceed $153 Billion by 2032, Expanding at 7.0% CAGR

U.S. event services market size was valued at $70,300.0 million in 2022, is projected to reach $153,096.5 million by 2032, grow a CAGR of 7.0% from 2023-2032.

U.S. Event Services Market1

WILMINGTON, NEW CASTLE, DE, UNITED STATES, July 17, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, “U.S. Event Services Market Size, Share, Competitive Landscape and Trend Analysis Report, by Event Type and Service Type : Opportunity Analysis and Industry Forecast, 2023-2032". U.S. Event Services Market Size, Share, Competitive Landscape and Trend Analysis Report, by Event Type and Service Type : 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. 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 attendees management and engagement segment is the fastest growing segment with 8.8% CAGR.”
>
> *Roshan Deshmukh*

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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.

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.

The market is analyzed on the basis of event type and service type. By event type, the market is divided into corporate events and private & personal events. Further, corporate events are segmented into conference/seminar, trade shows/exhibitions, incentive programs, company meetings, and others. In addition, private & personal events are further segmented into birthday parties, Quinceanera, Bar Mitzvah, graduation parties, festival events, shows, receptions, and others. Among these, the corporate events segment occupied the major U.S. event services market share in 2022 and is projected to maintain its dominance during the U.S. event services market forecast period. Corporate events are a crucial part of U.S. business culture and are essential to achieving a range of organizational objectives. Businesses make use of these opportunities to engage with their stakeholders, build relationships, highlight their products and services, promote networking, and increase brand awareness.

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 industry growth.

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[illegible] U.S.:

[illegible]: The demand for event services continues to rise as individuals, businesses, and organizations recognize the value of professionally organized events for various purposes such as corporate gatherings, weddings, conferences, trade shows, and cultural events.

[illegible]: The event services industry encompasses a wide range of market segments, including event planning, venue management, catering, entertainment, audiovisual services, decor, transportation, and technology solutions. This diversity presents numerous opportunities for businesses to specialize and cater to specific niches within the market.

[illegible]: Technology plays an increasingly important role in the event services industry, offering innovative solutions for event management, registration, ticketing, virtual and hybrid events, live streaming, and audience engagement. Businesses that leverage technology effectively can gain a competitive edge and meet the evolving needs of clients.

[illegible]: Companies are increasingly turning to experiential marketing strategies to engage consumers and create memorable brand experiences. This trend has led to a growing demand for event services that can deliver immersive and interactive experiences, driving opportunities for event planners, designers, and production companies.

[illegible]: With growing awareness of environmental issues, there is a rising demand for sustainable practices in event planning and management. Businesses that prioritize eco-friendly solutions, such as renewable energy, waste reduction, and carbon offsetting, can attract environmentally conscious clients and capitalize on this emerging trend.

[illegible]: The COVID-19 pandemic has accelerated the adoption of hybrid events, which combine in-person and virtual elements to reach a broader audience and provide flexibility for attendees. As restrictions ease and businesses adapt to the new normal, hybrid events are expected to remain popular, presenting opportunities for event service providers to offer comprehensive solutions that blend physical and digital experiences.

[illegible]

The perspectives of the leading CXOs in the U.S. event services market are presented in this section. The U.S. event services market is a vibrant, expanding industry that offers a wide range of services to meet the varied and changing entertainment needs of the American public. This industry, which encompasses everything from live performances and music festivals to corporate events, trade exhibits, and private gatherings, is essential in influencing the cultural environment of the nation and fostering economic development. The U.S. industry for event services is heavily reliant on trade shows and corporate events. Conferences, product launches, and promotional events are organized by businesses with significant financial investment in order to engage with their target audience, create commercial ties, and present their most recent breakthroughs. These gatherings provide a venue for business networking, knowledge sharing, and connection building.

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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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□ This report provides a quantitative analysis of the current U.S. event services market trends, estimations, and dynamics from 2023 to 2032 to assist to identify the prevailing U.S. event services market opportunities.
□ Major countries in each region are mapped according to the individual U.S. event services 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 U.S. event services market analysis of each segment of the U.S event services Industry is provided to assist the prevailing market opportunities.

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• Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
• Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
• Classify potential new clients or partners in the target demographic.

• Develop tactical initiatives by understanding the focus areas of leading companies.
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□ U.S. Music Event Market Opportunity Analysis and Industry Forecast, 2021-2031
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□ MICE Industry Opportunity Analysis and Industry Forecast, 2022-2031
https://www.alliedmarketresearch.com/MICE-industry-market

□ U.S. K-pop Events Market Opportunity Analysis and Industry Forecast, 2022-2031
https://www.alliedmarketresearch.com/u-s-music-event-market-A99920

□ Sports Events Market Opportunity Analysis and Industry Forecast, 2021-2031
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