

UK and Ireland Virtual Event Market Projected Expansion to \$36.3+ Billion Market Value by 2027 with a 13.3% CAGR by 2027

Depending on revenue source, the sponsorship segment is gaining a major traction in the UK and Ireland virtual event market.

WILMINGTON, DE, UNITED STATES, July 21, 2025 /EINPresswire.com/ -- As per the report published by Allied Market Research, the [UK and Ireland virtual event market](#) was accounted for \$3.14 billion in 2019, and is estimated to reach \$36.18 billion by 2027, growing at a CAGR of 13.3% from 2021 to 2027.

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The UK and Ireland virtual event market size was valued at \$3.1 billion in 2019, and is expected to grow at a CAGR of 13.3% to reach \$36.1 billion by 2027.

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Allied Market Research

Rise in trend of work from home, surge in sponsorship for virtual events, low operational cost in organizing virtual events, and the globalization of businesses drive the growth of the [UK and Ireland virtual event](#) market. However, lack of awareness regarding technology hinders the market growth. On the contrary, technological

advancements in the virtual event industry are expected to open lucrative opportunities for the market players in the future.

The UK and Ireland virtual event market is segmented on the basis of event type, revenue source, age group, and country.

For more information, contact Allied Market Research (121 1000000 10000 10000 100000000):

<https://www.alliedmarketresearch.com/request-sample/11518>

Based on event type, the entertainment segment dominated the market in terms of revenue, accounting for nearly one-third of the market. However, the webinar segment is expected to register the highest CAGR of 14.7% during the forecast period.

On the basis of revenue source, the ticket sale segment is projected to manifest the highest CAGR of 14.5% during the forecast period. However, the sponsorship segment held the largest share in 2019, contributing to more than half of the market.

Key findings of the study

The UK and Ireland conference virtual event market size was valued at \$783.4 million in 2019 and is estimated to reach \$8,624.7 million by 2027, growing at a CAGR of 12.7% throughout the forecast period.

Based on revenue source, the ticket sale segment is expected to witness rapid growth, registering a CAGR of 14.5% during the forecast period.

Based on age group, the 21 to 40 years age group segment held the highest share in the UK and Ireland virtual event market in 2019.

For more information on this report, contact Allied Market Research at <https://www.alliedmarketresearch.com/purchase-enquiry/11518>

Based on country, the market across the UK held the lion's share in 2019, accounting for more than two-thirds of the market. However, the market across Ireland is anticipated to portray the highest CAGR of 16.3% during the forecast period.

The UK and Ireland virtual event market include an in-depth analysis of the prime market players such as George P Johnson Event Marketing Private Limited

First Event

Hopin

Grooveyard Event Limited

MGN Events Ltd.

Julia Charles Event Management Ltd.

Seven Events Ltd.

Saville Group Ltd.

Verve Live Agency

The Events Company

By Event Type

Webinar

Conferences

Virtual Expo, Fairs, & Festivals

Entertainment

Others

Revenue Source

Ticket Sale

Sponsorship

Others
Age Group

Below 20 years
21 to 40 years
Above 40 years
Country

UK
Ireland

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