

# Asia, SCAN, Middle America Events Industry Market 2025 : Why You Should Invest In This Market ?

*Asia, SCAN, Middle America Events Industry Market - By region, North America is anticipated to witness the highest growth rate, registering a CAGR of 11.3%.*



The global Asia, SCAN, Middle America events industry market size was valued at \$281.9 billion in 2022 and is projected to reach \$740.2 billion by 2032, registering a CAGR of 8.8% from 2023 to 2032."

*Allied Market Research*

WILMINGTON, DE, UNITED STATES, August 5, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Asia, SCAN, Middle America Events Industry Market](#) by Type, Revenue Source, Organizer, Age Group, and Region: Opportunity Analysis and Industry Forecast, 2022–2031," The global [Asia, SCAN, Middle America events industry](#) market size was valued at \$281.9 billion in 2022 and is projected to reach \$740.2 billion by 2032, registering a CAGR of 8.8% from 2023 to 2032.

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The event industry encompasses a wide range of activities related to the planning, organizing, and execution of various types of events. It includes events of different scales, such as music concerts, festivals, sports, exhibitions and conferences, corporate events and seminars, and others. The event industry plays a vital role in bringing people together for diverse purposes, ranging from entertainment and celebration to networking, education, and marketing. The event industry is a dynamic and multifaceted sector that involves numerous stakeholders, including event organizers, event planners, venues, suppliers, vendors, sponsors, exhibitors, performers, speakers, and attendees. These stakeholders collaborate to create memorable experiences, manage logistics, and ensure the successful execution of events.

In the past few decades, several economies across the globe have been seeking ways to utilize the potential of youth in entrepreneurship, and start-up ventures. Various events & programs such as seminars, conferences, entrepreneurship programs, fora, and others are organized to offer guidelines and solutions for the youth. Different countries organize and invest in various

programs to see whether students can leverage untapped business opportunities. The ongoing Asia, SCAN, Middle America events industry market trends is expected to boost the growth of the market. The increase in the number of attendees at business seminars and proper counselling programs has enabled youth to convert their innovative business ideas into viable plans. This has resulted in the surge in interest among youth toward such conferences, seminars, and career-related events, which is expected to propel the demand for events globally, thereby driving the growth of the Asia, SCAN, Middle America events industry market.

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By type, the corporate events & seminars segment held the major share of the market in 2022, owing to the rise in number of companies and frequent seminars & events conducted by them. In addition, such seminars and events involve interaction between speaker and audience, thus attracting more attendees.

By revenue source, the sponsorship segment is held the major share of the market in 2022. This is attributed to unlimited opportunities the organizers find to broaden their competitive advantage. Moreover, sponsoring an event increases reach among potential buyers and customers, thereby boosting the the Asia, SCAN, Middle America events industry market growth.

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Region-wise, Asia was the largest market in 2022 and held the major market share of the market. Europe region has been extremely successful in winning conferences of international associations with over half of the top cities and countries selected as destinations for international association conferences being in the region.

Some of the key players profiled in the Asia, SCAN, Middle America events industry market analysis include ATPI Ltd.

BCD Group

Cvent Holding Corp.

Live Nation Entertainment, Inc.

Capita plc

Entertaining Asia

Questex, LLC

Riviera Events

Viagogo Entertainment Inc.

Reed Exhibitions Limited

Key findings of the study

By type, the music concerts segment is projected to witness the highest CAGR of 9.2%, in revenue terms, during the forecast period.

By revenue source, the sponsorship segment is expected to grow at a significant CAGR during the forecast period.

By organizer, the entertainment segment is projected to witness the highest CAGR of 9.2%, in revenue terms, during the forecast period.

By age group, the 21-40 years segment is projected to witness the highest CAGR of 9.1%, in revenue terms, during the forecast period.

By region, North America is anticipated to witness the highest growth rate, registering a CAGR of 11.3% from 2023 to 2032.

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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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