Event Management Software Market Outlook : Projected to Exceed USD 36.12 Billion by 2032 with a 12.3% CAGR

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Event Management Software Market

BURLINGAME, CA, UNITED STATES, November 20, 2025 / EINPresswire.com/ -- Global Event Management Software Market size is estimated to be valued at USD 16.03 Bn in 2025 and is expected to reach USD 36.12 Bn by 2032, exhibiting a compound annual growth rate (CAGR) of 12.3% from 2025 to 2032. Growth in the Global Event Management Software Market is being propelled by the rising number of large-scale events, including conferences, seminars, and trade shows. As event volumes increase, organizers are increasingly adopting advanced software solutions to streamline planning, marketing, operations, and analytics, ensuring more efficient and seamless event management.

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Event Management Software Market Key Takeaways

The software segment is expected to have a market share of 84.1% in 2025.

Cloud-based deployment is expected to dominate the market with a 62.9% share in 2025 due to the benefits of access and scalability.

Corporate end users are anticipated to be the largest customer with 38.7% market share in 2025.

North America is predicted to maintain its dominant position, capturing 45.8% of the global market in 2025.

AI, analytics, and tools for hybrid events are expected to drive global adoption and growth.

Strong Shift Toward Cloud-Based Systems Transforming Event Management

The global event management software market is expanding due to the increasing number of organizations that are switching to cloud-based platforms to plan and execute events. Remote collaboration, scalability, and easy access are driving interest among corporate clients and large-scale event organizers.

However, incorporating cloud systems with existing IT setups can be challenging. Concerns about data security, subscription costs, and internal pushback tend to slow the adoption process, particularly for smaller businesses.

New software as a service (SaaS) tools and mobile-friendly platforms are simplifying the workflow of event management. These innovations are predicted to increase the event management software market demand by providing flexible and scalable options to the event organizers of today.

Integration Barriers and Technical Limitations Slowing Software Deployment

The event management software market analysis highlights obstacles such as interoperability issues, legacy systems, and complex software configurations. These barriers can delay deployment timelines and increase costs for enterprises seeking digital transformation in events.

Technical limitations, including limited customization and reporting features, further restrict adoption. Organizations often require additional IT support or third-party integration, impacting overall efficiency and user experience.

Efforts to standardize APIs, improve platform flexibility, and offer low-code/no-code solutions are helping overcome integration challenges. These advancements are gradually improving the event management software market share among global users.

Growing Dependence on Real-Time Insights Improving Event Execution

Real-time analytics and insights are becoming a key part of an effective event management strategy, and therefore, advanced software tools are increasingly common. Better reporting, tracking of attendees, and engagement metrics make it efficient and more satisfying, and this is indicative of how the event management software market is booming.

The major challenges are data accuracy, large amounts of real-time information, and training personnel to interpret data analytics effectively. Poorly managed data can be an obstacle to decision-making and reduce the impact of events.

New AI-powered platforms and integrated dashboards provide organizers with actionable insights, allowing them to react swiftly throughout events. These developments increase the event management software market value and confirm the importance of software as a key tool in modern events.

Emerging Event Management Software Market Trends

The global event management software market is growing at a rapid rate due to the increase in the number of large conferences, seminars, and trade shows across the world. Organizers need efficient solutions in terms of planning, marketing, and analytics to simplify operations.

The trend of cloud-based, artificial intelligence (AI)-enabled platforms that can provide real-time intelligence and personalized experiences for attendees is gaining momentum. Such tools reduce the cost and increase engagement, which has led to the worldwide market trends.

Corporate clients require integrated software to manage complex and recurring events. Hybrid and virtual capabilities are now more of a necessity, as the ability to participate remotely and the capacity to reach audiences across the world have increased.

Analytics, CRM integration, and automated scheduling tools are used to optimize operations. They allow organizers to monitor the behavior of people attending the event, predict participation, and allocate resources more efficiently.

In 2025, investments by major VR/AR infrastructures of Meta Platforms and other tech companies increased immersive conference experiences. Event software currently supports 6G-enabled VR, AI Matchmaking, and interactive attendee interfaces.

E-commerce and mobile-app integration is done for faster registration, ticketing, and networking. They improve the convenience of attendees and bolster the adoption of event management platforms in the corporate, education, and government sectors.

Competitor Insights

Key players in the event management software market report include:

Active Network LLC
Arlo
Aventri, Inc.
Bitrix24
Bizzabo
Certain, Inc.
Cvent, Inc.
EMS Software, LLC
Event Espresso
EventBrite
Eventdex.com
EventGeek
EventMobi
Grenadine Technologies Inc.
Hopin
Rainfocus
Regpacks
Stova
Ungerboeck Software International
webMOBI
Whova
Zerista
Zoho Corporation Pvt. Ltd.

Key Developments

In January 2025, Event Technology Portal highlighted that XR (VR + AR) stages and immersive booths were deployed in multiple European trade shows, enhancing attendee engagement and enabling remote participation.

In February 2025, Beamian launched AR-based venue navigation features in its EMS platform, enabling real-time wayfinding and interactive floor maps for hybrid and in-person events.

In April 2025, EventGamification introduced live polling, leaderboards, and reward systems into EMS platforms to increase participant interaction and engagement during corporate and hybrid events.

About Us:

Coherent Market Insights leads into data and analytics, audience measurement, consumer behaviors, and market trend analysis. From shorter dispatch to in-depth insights, CMI has exceled in offering research, analytics, and consumer-focused shifts for nearly a decade. With cutting-edge syndicated tools and custom-made research services, we empower businesses to move in the direction of growth. We are multifunctional in our work scope and have 450+ seasoned consultants, analysts, and researchers across 26+ industries spread out in 32+ countries.

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