

Music Concerts and Festivals - UK - 2023

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This report looks at the following areas:

- Consumer experience of music concerts and festivals and future intentions.
- The impact of the cost-of-living crisis on music concerts and festivals.
- The future evolution of the live music experience.
- Consumer preferences and opportunities for premiumisation and adding value.

Despite the cost-of-living crisis, many music fans remain open to premiumised live experiences: 46% of concert/festival-goers are interested in paying more for tickets in VIP viewing areas closer to the stage or VIP styles of luxury seating; 34% would pay more for exclusive content about the artist/band; 39% would pay more to get limited edition merchandise/collectibles.

For fans in more affluent financial circumstances, rising ticket prices will also have relatively little impact on attendance. However, many of those feeling the current economic squeeze are likely to pick and choose more carefully, prioritising one or two events and reducing ancillary spend wherever possible.

As well as immediate cost-of-living challenges, there are two ongoing problems for the live music industry, both of which could potentially act as barriers to in-person attendance. Amid concerns over tickets being bought by online bots and sold for inflated prices on resale websites, 36% of adults agree that the hassle of buying tickets puts them off going to music concerts and festivals. A third of adults are also put off going to concerts and festivals by safety fears.

The emerging popularity of livestreaming during the pandemic appears to have been unaffected by the reopening of in-person events. Livestreaming offers future opportunities to reach new global markets, building fan bases and ultimately feeding into personal attendance at events.



“As the post-pandemic bounce-back continues, music fans are more hyper-engaged than ever with major events via expanding streaming services and social media. However, pressure on smaller-scale grassroots concerts and independent festivals is likely to continue, intensified by greater prioritisation among many who are feeling the cost-of-living pinch.”

- John Worthington, Senior Analyst

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- AEG Presents
- DEAG
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