

A Tale of Two Summers: Market Polarization and Price Volatility in the 2025 Concert Season

Executive Summary: A Tale of Two Markets in Summer 2025

The 2025 summer concert season is not defined by a uniform downturn in ticket sales. Instead, reports of both record-breaking demand and last-minute price drops are accurate, reflecting a market that has become sharply polarized. The industry is bifurcating into two distinct and increasingly separate tiers. At the upper echelon, a select group of A-list, "bucket list" artists are commanding unprecedented ticket prices and filling stadiums globally, propelled by a post-pandemic "experience economy" and sophisticated pricing models.¹ Simultaneously, a broad and struggling second tier—comprising mid-level artists, smaller independent venues, and most acutely, the music festival circuit—is facing significant headwinds, including soft sales, fan price sensitivity, and a wave of cancellations.⁴

The phenomenon of ticket prices for specific concerts dropping dramatically as the event date approaches is well-documented and increasingly common for these underperforming shows.⁷ This is not an anomaly but a direct consequence of ambitious initial pricing strategies that fail to meet demand, forcing promoters to slash prices to move unsold inventory. This market divide is driven by a confluence of powerful forces: soaring operational costs for touring, the strategic deployment of dynamic pricing for top acts versus deep discounting for others, shifting consumer spending habits under persistent economic pressure, and the active cannibalization of the mid-market by a handful of mega-tours.

The Great Contradiction of 2025: Analyzing the Market's Conflicting Signals

The live music landscape in 2025 presents a paradox: it is a market experiencing a simultaneous boom and bust. While top-tier tours report historic earnings, a significant portion of the industry is contracting. This section deconstructs the conflicting signals by examining the data behind this growing polarization.

The Stadium and Arena Boom: A Golden Age for the 1%

The top of the live music market is experiencing unprecedented success. Industry leader Live Nation has reported record ticket sales pacing for 2025, having sold 100 million tickets by mid-May—already surpassing its full-year total of 98 million tickets from 2019.⁹ This robust demand is reflected in strong market growth forecasts, with various analysts projecting a compound annual growth rate (CAGR) for the global live music market between 8.56% and 11.2% for the coming years.¹¹

This boom is overwhelmingly concentrated in a handful of marquee tours by global superstars. A "bigger is better" strategy has taken hold, with artists booking massive stadium and arena tours that generate enormous revenue.¹³ The most in-demand tours of 2025 command premium prices, exemplified by the Kendrick Lamar & SZA "Grand National Tour" with an average ticket price of \$206.47, followed by Drake (\$191), and both Dua Lipa and Green Day (\$186).²

This trend is starkly illustrated in the Pollstar 2025 Mid-Year report. The data reveals a significant 24.9% year-over-year increase in the average gross revenue per show, which now stands at \$1.71 million. Similarly, the average number of tickets sold per show has jumped by 32.1% to 14,229. These increases are attributed directly to the proliferation of stadium tours by top-tier acts.³ While the overall number of shows reported has decreased, the revenue generated by the biggest events is stronger than ever, painting a picture of a market concentrating its earnings at the very top.

The stark contrast between the high-priced premium market and the more accessible end of the spectrum highlights this polarization. While fans pay hundreds for A-list tours, Live Nation's "\$30 Ticket to Summer" promotion offers access to over 1,000 other concerts, featuring established artists like Halsey, Luke Bryan, and The Offspring, for a fraction of the cost.¹⁴

Table 1: The Polarized Market of 2025: A Tale of Two Tiers	
The Premium Experience: Most Expensive Tours of 2025 ²	The Accessible Option: Artists in Live Nation's \$30 Promotion ¹⁴
Kendrick Lamar & SZA - Average Price: \$206.47	"Weird Al" Yankovic
Drake - Average Price: \$191.00	Avril Lavigne
Lana Del Rey - Average Price: \$187.90	Coheed and Cambria
Dua Lipa - Average Price: \$186.00	Halsey
Green Day - Average Price: \$186.00	Kesha
Blackpink - Average Price: \$185.00	The Black Keys
Gracie Abrams - Average Price: \$181.00	The Offspring
Olivia Rodrigo - Average Price: \$181.00	Luke Bryan
Billie Eilish - Average Price: \$179.00	Nelly
Coldplay - Average Price: \$173.00	Willie Nelson

Table 2: Pollstar 2025 Mid-Year Report: Key Performance Indicators ³			
Metric	2025 Mid-Year	2024 Mid-Year	Year-over-Year Change (%)
Average Gross per Show (Top 100)	\$1,713,557	\$1,371,510	+24.9%
Average Tickets per Show (Top 100)	14,229	10,771	+32.1%
Average Ticket Price (Top 100)	\$120.43	\$127.38	-5.5%
Total Gross (Top 100)	\$2.81 billion	\$3.28 billion	-14.3%

Total Tickets Sold (Top 100)	23.3 million	25.7 million	-9.3%
------------------------------	--------------	--------------	-------

The data from Pollstar reveals a critical dynamic: the market is "hollowing out." The dramatic rise in per-show averages is driven by a smaller number of high-capacity, high-priced stadium shows. This inflates the average, masking the reality that the total number of tickets sold and the total number of reported shows have declined. This suggests a contraction in the mid- and lower-tiers of the market. Fewer artists are touring, or they are playing fewer dates, leading to a less diverse live music ecosystem where revenue and activity are concentrated in a handful of mega-events. This poses a long-term risk to artist development and fan choice.

The Festival Collapse: The Canary in the Coal Mine

While stadiums boom, the music festival circuit is facing a systemic crisis, serving as the most visible indicator of the industry's underlying struggles. Reports from mid-2025 confirm that over 40 music festivals have been canceled or postponed, a list that includes established, iconic brands alongside smaller, independent events.⁶ This wave of cancellations signals deep structural problems within this segment of the market.

A telling case study is the High Sierra Music Festival. In June, its producer, Dave Margulies, issued a public warning that ticket sales were down 40% compared to the previous year, leaving the event needing to sell an additional 2,000 passes to remain financially viable. He described the situation as "much more dire this year," even after adjusting the festival's budget and scope.⁵

The success of A-list stadium tours is not independent of this collapse; it is a primary cause. With household entertainment budgets squeezed by inflation, consumers are forced to be more selective.¹⁸ Mega-tours are marketed as "can't-miss" cultural moments, justifying their premium price tags.²⁰ A fan who spends several hundred dollars on a single stadium show has likely exhausted their live music budget for the season, making the additional high cost of a multi-day festival—which can easily exceed \$600 when factoring in travel, lodging, and food—untenable.¹⁷ This is a classic case of market cannibalization, where the booming top tier is directly siphoning away the consumer spending that once sustained the broader festival ecosystem.

Table 3: The 2025 Festival Graveyard: A Sample of Canceled Events ⁶
Pitchfork Music Festival
Faster Horses Country Festival
Rolling Loud Europe
Something in the Water Festival
Music Midtown
Firefly Music Festival
Balaton Sound
Country Fan Fest
Global Dance Festival
GoldenSky Country Festival
Groovin' The Moo
Hangout Fest
Made in America
Sick New World
Wonderstruck Festival
Full Force Festival
Charm City Bluegrass Festival
Black Deer Festival
Timber Festival
Laketown Shakedown

The Squeezed Middle: Challenges for Mid-Tier Artists and Venues

Caught between the booming stadium circuit and the collapsing festival market is the

"squeezed middle." Mid-tier artists and the small-to-medium-sized venues they play in are facing an economic vise. They are burdened by the same soaring operational costs as A-listers—including fuel, accommodation, and a near-quadrupling of U.S. visa costs for international musicians—but they lack the superstar pricing power to pass these expenses on to their audience.⁴ This unsustainable financial model has led to a stark reality: one study found that 82% of musicians worldwide cannot afford to tour beyond their local area.⁴

This pressure extends to the venues themselves. Rising real estate and operational costs are forcing the closure of many small clubs (under 500 capacity), which are the lifeblood of artist development.²² The disappearance of these venues erodes the industry's talent pipeline, making it harder for new artists to build a following and ascend to the next level.

Deconstructing the Ticket Price: From Dynamic Peaks to Last-Minute Drops

The extreme price volatility observed in the 2025 market is not random; it is the product of sophisticated and controversial pricing strategies. Understanding these mechanisms is key to deciphering why some tickets command astronomical prices while others see their value plummet.

The Science and Controversy of Dynamic Pricing

At the heart of the high-end market is dynamic pricing, a system where the cost of a ticket fluctuates in real-time based on demand.¹ Ticketing platforms and promoters argue this is a necessary tool to capture the "true market value" of a ticket and combat the billion-dollar resale market. Their rationale is that if a fan is willing to pay \$600 for a ticket on a scalper site, that revenue should rightfully go to the artist and promoter who invested in the show, not a third-party reseller.²⁰

However, this practice has ignited a fierce backlash from fans, who view it as "corporate scalping" and "pure greed".²⁰ The 2025 reunion tour for the band Oasis

became a flashpoint for this anger. Fans reported watching ticket prices jump from an initial £135 to over £350 during the checkout process.²⁶ Similar outrage erupted over tours for Beyoncé and Kendrick Lamar, with fans sharing screenshots of prices for undesirable "nosebleed" seats surging from \$75 to \$350 in minutes.²⁰ This has led to a widespread sentiment that live music is becoming a luxury product accessible only to the wealthiest consumers.²⁰

Anatomy of a Price Drop: When Demand Fails to Meet Projections

The user's observation of ticket prices falling as a show approaches is the other side of the dynamic pricing coin. This phenomenon occurs when initial demand fails to meet the optimistic projections set by promoters. A well-documented series of events in Toronto during the summer of 2025 illustrates this perfectly. One fan purchased a ticket to a Kesha concert for \$594 on the day of the initial sale, only to see a comparable seat in the same section advertised for just \$113 closer to the show date. In another case, a fan paid over \$1,700 for three tickets to see Kendrick Lamar and SZA, but as the concert approached, similar seats were available for nearly \$1,000 less.⁷

Music industry expert Alan Cross explained this as a classic case of "supply and demand," noting that many ambitious tours are "unable to fill all the seats" at their initial high price points.⁷ His advice to fans for shows that are not guaranteed sell-outs—"you might want to wait"—confirms that this is a recognized and increasingly common market behavior.

The initial high price and the subsequent crash are not contradictory behaviors but are two sequential phases of a single yield management strategy. The first phase, dynamic pricing, is designed for profit maximization on high-demand events. The second phase, last-minute price drops, is a loss mitigation tactic for underperforming shows. Promoters set ambitious prices initially, but if tickets go unsold, the algorithm or sales team must correct course and drastically lower prices to avoid the worst-case scenario: an empty venue generating zero ancillary revenue from concessions, parking, and merchandise. This process, while logical from a business perspective, is opaque and frustrating for consumers who buy early.

Strategic Discounting: The Other Side of the Pricing Coin

While dynamic pricing targets the top of the market, promoters use strategic discounting to manage the vast remainder of their event portfolio. The most prominent example is Live Nation's "\$30 Ticket to Summer" promotion, which in 2025 offered all-in tickets to over 1,000 concerts across North America.¹⁴

This is not an act of charity but a calculated business strategy. Much like an airline discounting unsold economy seats, this promotion is designed to move large volumes of inventory for mid-tier artists and shows with softer demand. By filling amphitheaters, even at a low ticket price, promoters generate crucial high-margin ancillary revenue from parking, food and beverage sales, and merchandise.¹¹ This program also serves as a powerful public relations tool, generating goodwill to counteract the negative press surrounding dynamic pricing controversies. The coexistence of these two opposing strategies reveals a sophisticated portfolio management approach. The immense profits generated from dynamically priced tickets for a few dozen mega-tours effectively subsidize the risk and lower margins on the thousand-plus shows included in the discount promotions.

The 2025 Concertgoer: Navigating Inflation, FOMO, and Debt

The polarized market is both a cause and a consequence of the complex decision-making of the modern concertgoer, who is navigating a landscape of economic pressure, cultural shifts, and new financial tools.

The Budgeting Dilemma: The "Experience Economy" vs. Economic Reality

The 2025 consumer is caught between two powerful, opposing forces. On one hand, persistent inflation and economic uncertainty have tightened household budgets, with surveys indicating that about half of U.S. households have no money left after paying for essentials.¹⁸ Nearly half of consumers now feel that live events have become too expensive to attend regularly.¹⁹

On the other hand, a powerful post-pandemic cultural trend has elevated the value of experiences over material goods.¹ This "funflation" drives a willingness to spend on leisure and entertainment, particularly among high-income earners who are fueling the demand for premium tickets and exclusive VIP packages.¹ The tension between these forces results in more selective splurging. Fans report planning to attend fewer events overall but are willing to spend heavily on the "bucket list" shows they deem essential, further contributing to the market's polarization.²⁸

"Buy Now, Pay Later": The Hidden Engine of the Experience Economy

A critical, and often overlooked, factor enabling the high-priced ticket market is the rise of "Buy Now, Pay Later" (BNPL) services. These financing options have become deeply integrated into the ticketing process. A 2025 survey revealed that over a third (36%) of prospective ticket buyers are "very" or "somewhat" likely to use BNPL to fund their purchases.²⁹

This trend is most pronounced among the core concert-going demographics of Gen Z and Millennials, the same groups who are most likely to attend multiple concerts and anticipate taking on more debt.²⁹ BNPL services act as a crucial lubricant for the market by reducing the immediate "sticker shock" of a high-priced ticket, allowing sales to proceed that might otherwise fail. This creates a form of "shadow inflation." The true affordability crisis is masked because the debt-fueled demand sends a false signal to promoters that current prices are sustainable. This builds a fragile system dependent on the continued availability of consumer credit and the willingness of young fans to take on debt to participate in cultural moments, often driven by a fear of missing out (FOMO) amplified by social media.³⁰

Genre and Demographic Nuances

Beneath the top-line trends, consumer behavior varies by demographic and genre. The 18-34 age group remains the engine of the market, with Gen Z and Millennials being the most frequent attendees.²⁹ On-site spending habits also show distinct patterns. K-Pop fans are the most likely to purchase merchandise, while Heavy Metal and Hip-Hop/Rap concerts see higher sales of cocktails.³² This data is vital for

promoters forecasting ancillary revenue. Furthermore, social media platforms, especially TikTok, have become the primary discovery tool for new artists among younger audiences, capable of driving viral demand for tours and shaping which artists can break through.¹⁹

The Industry's Strategic Response: Venue, Value, and Volume

In response to the high-cost, high-risk environment, the live music industry is adapting its core business models, focusing on strategies that mitigate risk, maximize revenue, and consolidate demand.

The Rise of the Co-Headliner: More Bang for the Buck

One of the most significant trends of 2025 is the proliferation of co-headlining tours. This strategy, which pairs two or more major acts on a single bill, has become common across genres, from the rock pairing of Alice Cooper and Judas Priest to the R&B/hip-hop powerhouse of Kendrick Lamar and SZA.³⁴ Co-headlining is a powerful risk-mitigation tool. By pooling fanbases, artists can double their potential audience, making it easier to sell out larger, more profitable venues. It also increases the perceived value for the ticket price and allows the artists to share the immense financial burden of a modern tour.⁴

Bigger is Better? The Strategic Shift to Larger Venues

The industry is making a decisive pivot toward larger venues. Live Nation is actively expanding its global network of stadiums and arenas, with plans to add 20 major venues by 2026, and its stadium ticket sales were up 80% year-over-year in early 2025.³⁵ The financial logic is clear: large venues offer higher ticket capacity and more lucrative opportunities for sponsorships and ancillary revenue, generating the highest profit per event.¹¹

This "bigger is better" trend is not just an offensive strategy for growth; it is a defensive consolidation of resources in the face of a weakening and unpredictable middle market. By moving "upmarket" to stadiums, often with a co-headliner, promoters and A-list artists insulate themselves from the volatility seen in the festival space and target the most reliable consumer segments. This creates a more predictable business model but also accelerates the "hollowing out" of the industry, as fewer resources are dedicated to developing artists in the small and mid-sized venues that are crucial for a healthy music ecosystem.²² This structural evolution is transforming the market from a traditional pyramid shape into a "barbell" structure: one large, heavy end of mega-events, another diffuse end of small-scale artists, and a dangerously thin bar connecting them in the middle.

The Future of Live: Technology, Sustainability, and New Revenue Streams

Looking forward, the industry is investing in technology, sustainability, and new monetization models to adapt. Virtual and augmented reality concerts, AI-powered fan engagement, and personalized marketing are becoming more integrated into the live experience.¹¹ A growing focus on sustainability, like Coldplay's eco-friendly tour model, is resonating with environmentally conscious fans.³³ Simultaneously, artists are exploring direct-to-fan platforms and NFTs to create new revenue streams and gain more control over their careers, a trend expected to accelerate beyond 2025.³³

Conclusion and Forward Outlook

The reports of soft concert ticket sales in the summer of 2025 are not indicative of a universal market collapse. Rather, they reflect one side of a deeply polarized industry. The user's observations are valid: last-minute price drops are a real and predictable feature of the market, but they are concentrated in the struggling mid-tier and festival segments. This weakness stands in stark contrast to the historic boom occurring at the top of the market, where a handful of superstar artists are selling out stadiums at record prices. The price drops themselves are a function of a complex yield management system designed to correct for initial overpricing and mitigate losses on

underperforming shows.

Looking ahead to 2026 and beyond, several key trends will shape the future of the live music industry:

- **Pricing Plateau:** The extreme ticket price inflation seen in recent years may begin to level off. Stabilizing production costs and increased regulatory pressure for price transparency, such as new laws requiring "all-in" pricing that includes all fees upfront, could curb the most aggressive price hikes.²⁸
- **The Festival Reckoning:** The festival market will likely continue to contract and consolidate. To survive, festivals must innovate beyond recycled lineups and corporate sponsorships, focusing on unique, niche experiences that provide a compelling value proposition against the allure of a single-artist stadium show.¹⁷
- **The Sustainability of Debt-Fueled Demand:** The market's reliance on BNPL services to prop up high ticket prices represents a significant vulnerability. An economic downturn that tightens consumer credit could have a sudden and severe impact on sales, even for top-tier tours.

For those monitoring the industry's health, several key indicators will be crucial to watch:

- **The Primary-Secondary Market Gap:** A narrowing of the price difference between official tickets and those on resale sites is a leading indicator of slowing consumer demand.⁹
- **The Success Rate of Co-Headlining Tours:** The continued effectiveness of this strategy in filling large venues will signal the health of the upper-middle market.
- **Festival Market Dynamics:** A slowing rate of festival cancellations, coupled with the emergence of new, innovative event concepts, would suggest the market is finding a stable bottom.
- **Adoption of All-In Pricing Legislation:** The widespread adoption of laws banning "drip pricing" could fundamentally shift consumer behavior by making the true cost of attendance transparent from the start.¹³

Works cited

1. 2025 Concert Trends: Expensive Tickets and the Growing Demand for Live Events - Global Brands Magazine, accessed July 11, 2025, <https://www.globalbrandsmagazine.com/2025-concert-trends/>
2. Kendrick Lamar, SZA Top Most Expensive Concerts of 2025 List ..., accessed July 11, 2025, <https://www.hypebot.com/hypebot/2025/04/most-expensive-concert-of-2025.html>

3. Mid-Year Business Analysis: 2025's Mixed Results; Coldplay ..., accessed July 11, 2025,
<https://news.pollstar.com/2025/06/13/mid-year-business-analysis-average-gross-revenue-ticket-sales-up-significantly-overall-numbers-down-coldplay-shakira-kendrick-sza-have-top-tours/>
4. How many artists are touring in 2025? Study reveals the numbers ..., accessed July 11, 2025,
<https://routenote.com/blog/how-many-artists-are-touring-in-2025-study-reveals-less-artists-are-touring/>
5. High Sierra Music Festival Producer Raises Concerns Over 2025 ..., accessed July 11, 2025,
<https://relix.com/news/detail/high-sierra-music-festival-producer-raises-concerns-over-2025-event-after-record-low-ticket-sales/>
6. Music Festivals Cancelled In 2025 | MFW, accessed July 11, 2025,
<https://www.musicfestivalwizard.com/music-festivals-cancelled-in-2025/>
7. Ticket prices dropping after initial sale frustrates fans - CP24, accessed July 11, 2025,
<https://www.cp24.com/news/entertainment/2025/07/11/concertgoers-disappointed-after-ticket-prices-plummet-after-initial-sale/>
8. Concert goers frustrated after tickets they bought during presale significantly drop in price, accessed July 11, 2025,
<https://www.ctvnews.ca/toronto/video/2025/07/10/concert-goers-frustrated-after-tickets-they-bought-during-presale-significantly-drop-in-price/>
9. Live Nation has already sold 100m tickets in 2025 so far – compared to 98m sold in all of 2019, accessed July 11, 2025,
<https://www.musicbusinessworldwide.com/live-nation-has-already-sold-100m-tickets-in-2025-so-far-compared-to-98m-sold-in-all-of-2019/>
10. Live Nation predicts a record 2025: 'No pullback' in demand - Hypebot, accessed July 11, 2025,
<https://www.hypebot.com/hypebot/2025/05/live-nation-predicts-a-record-2025.html>
11. United States Live Music Market 8.56 CAGR Growth Outlook 2025-2033, accessed July 11, 2025,
<https://www.datainsightsmarket.com/reports/united-states-live-music-market-18685>
12. Live Music Market to grow by USD 17.99 Billion (2025-2029), Driven by Increasing Demand for Live Experiences, Report on AI's Impact on Market Trends - Technavio - PR Newswire, accessed July 11, 2025,
<https://www.prnewswire.com/news-releases/live-music-market-to-grow-by-usd-17-99-billion-2025-2029-driven-by-increasing-demand-for-live-experiences-report-on-ai-s-impact-on-market-trends---technavio-302365352.html>
13. What to Expect from the Concert and Event Promotion Industry in 2025 - Prism.fm, accessed July 11, 2025,
<https://prism.fm/blog/events/what-to-expect-from-the-concert-and-event-promotion-industry-in-2025/>

14. Live Nation: \$30 Ticket Deal for 1,000+ Summer 2025 Concerts, accessed July 11, 2025, <https://consequence.net/2025/05/live-nation-30-ticket-to-summer-promo/>
15. Live Nation launches \$30 concert ticket deal - Mashable, accessed July 11, 2025, <https://mashable.com/article/live-nation-30-ticket-to-summer-concert-ticket-deal>
16. Live Nation Ticket to Summer offer 2025: How to get \$30 tickets | cbs19.tv, accessed July 11, 2025, <https://www.cbs19.tv/article/news/nation-world/live-nation-ticket-to-summer-2025-cost-artists/507-b99ac1fe-6ae0-40fa-9b0d-784e89aeba7d>
17. 2025 Festival Cancellations: A Crisis for Live Music? - EDMTunes, accessed July 11, 2025, <https://www.edmtunes.com/2025/06/2025-festival-cancellations-a-crisis-for-live-music/>
18. 2025 Digital Media Trends: Social platforms are becoming a dominant force in media and entertainment - Deloitte, accessed July 11, 2025, <https://www.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/2025.html>
19. US Live Entertainment Market Report 2025 | Mintel - Mintel Store, accessed July 11, 2025, <https://store.mintel.com/report/us-live-entertainment-market-report>
20. 'How much?!' - The Great Ticket Price Backlash of 2025 - Dork, accessed July 11, 2025, <https://readdork.com/features/ticket-prices-beyonce-kendrick-lamar-2025/>
21. CNN Explores Recent Decline of Music Festivals - EDMTunes, accessed July 11, 2025, <https://www.edmtunes.com/2025/06/cnn-explores-decline-music-festivals/>
22. Concert ticket prices are expected to keep rising in 2025 and beyond - Reddit, accessed July 11, 2025, https://www.reddit.com/r/LetsTalkMusic/comments/1hihvw1/concert_ticket_prices_are_expected_to_keep_rising/
23. The State of Live Music in 2025: Especially for Smaller Venues - YouTube, accessed July 11, 2025, <https://www.youtube.com/watch?v=5sH8Y4pMGVs>
24. The Rise of Concert Prices and Dynamic Pricing - NA Eye, accessed July 11, 2025, <https://naeye.net/21226/entertainment/the-rise-of-concert-prices-and-dynamic-pricing/>
25. What is dynamic pricing and why is it hiking ticket prices for Oasis, Taylor Swift and your favorite artist? - Northeastern Global News, accessed July 11, 2025, <https://news.northeastern.edu/2024/10/02/dynamic-pricing-ticketmaster-oasis-taylor-swift/>
26. A Deep-Dive into Ticketmaster's Dynamic Pricing in the Oasis Ticket Sale - iMusician, accessed July 11, 2025, <https://imusician.pro/en/resources/blog/deep-dive-into-ticketmasters-dynamic-pricing>
27. Live Nation Launches \$30 Ticket Deal for More Than 1,000 Concerts - Loudwire, accessed July 11, 2025, <https://loudwire.com/live-nation-30-dollar-ticket-deal-2025/>
28. TicketHold releases 2025 Report on Leisure Spending Trends, Funflation, and the

Future of Live Events | Morningstar, accessed July 11, 2025,
<https://www.morningstar.com/news/globe-newswire/9458611/tickethold-releases-2025-report-on-leisure-spending-trends-inflation-and-the-future-of-live-events>

29. Summer Concerts Trends in 2025: Gen Z and Buy Now, Pay Later ..., accessed July 11, 2025,
<https://civicscience.com/summer-concerts-trends-in-2025-gen-z-and-buy-now-pay-later-take-center-stage/>
30. The inaccessibility of concert tickets in 2025 is actually a pretty big deal - but it won't change, accessed July 11, 2025,
https://www.reddit.com/r/unpopularopinion/comments/1irhinf/the_inaccessibility_of_concert_tickets_in_2025_is/
31. Concert Statistics Statistics: ZipDo Education Reports 2025, accessed July 11, 2025, <https://zipdo.co/concert-statistics/>
32. The 2025 Fan Spending Report: What Concertgoers Are Buying Most - atVenu, accessed July 11, 2025,
<https://www.atvenu.com/post/the-fan-spending-report-what-concertgoers-are-buying-most>
33. The future of music industry trends: what's next for artists in 2025? - Soundmade, accessed July 11, 2025,
<https://soundmade.com/future-music-industry-trends-2025/>
34. The Best Co-Headlining Concert Tours in 2025 - TickPick, accessed July 11, 2025,
<https://www.tickpick.com/blog/the-best-co-headlining-concert-tours-in-2025/>
35. Live Nation posts Q1 revenue decline, but says 2025 will be 'historic year for live music', accessed July 11, 2025,
<https://www.musicbusinessworldwide.com/live-nation-posts-q1-revenue-decline-but-says-2025-will-be-historic-year-for-live-music/>
36. Live Music Event Trends in 2025 That Event Organizers Should Know About - Ticket Fairy, accessed July 11, 2025,
<https://www.ticketfairy.com/blog/2025/01/01/live-music-event-trends-in-2025-that-event-organizers-should-know-about/>
37. ROLLER's 2025 Pulse Report Reveals Consumer Spending Plans and Preferences, accessed July 11, 2025,
<https://www.prnewswire.com/news-releases/rollers-2025-pulse-report-reveals-consumer-spending-plans-and-preferences-302502134.html>
38. Live Music Industry in 2025: What Should We Expect? - iMusician, accessed July 11, 2025, <https://imusician.pro/en/resources/blog/live-music-industry-in-2025>