

# **Global Amusement Machine Market Size Study & Forecast, by Game Type and Application, and Regional Forecasts 2025-2035**

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## **Abstracts**

Global Amusement Machine Market is valued at approximately USD 16.5 billion in 2024 and is anticipated to expand at a robust CAGR of 11.00% over the forecast period 2025-2035. Amusement machines—once confined to traditional arcades and coin-operated novelties—are now evolving into immersive, multi-sensory entertainment platforms. These machines, ranging from state-of-the-art video games to cutting-edge simulation and AR/VR experiences, are rapidly transforming how consumers engage with leisure environments. The market has become a convergence point for gaming technology, storytelling innovation, and experiential consumer demand, driven by a population that increasingly seeks memorable, tech-infused recreational activities. The upward trajectory is fueled by surging investments in entertainment infrastructure, integration of gamification into lifestyle offerings, and the proliferation of next-generation digital interfaces.

As consumers' appetite for interactive experiences continues to surge, key amusement destinations such as theme parks, indoor gaming centers, and recreational hubs are capitalizing on sophisticated amusement machines to drive foot traffic and enhance engagement. The rise of AR/VR-powered gaming arenas and location-based entertainment is redefining the market's boundaries. Furthermore, advancements in haptic feedback, motion tracking, and real-time graphics rendering have propelled simulation-based games to new levels of realism, attracting both casual users and competitive gamers. Industry players are also leveraging analytics and IoT integration to monitor machine usage patterns and performance, ensuring predictive maintenance and optimal user satisfaction. Despite economic headwinds, consumers have shown a consistent willingness to spend on premium leisure experiences—reinforcing the market's resilience and future potential.

Regionally, North America holds a strong position in the global amusement machine market owing to its mature entertainment economy, high disposable income levels, and innovation in gaming technologies. The U.S. leads with widespread deployment of interactive machines in shopping malls, family entertainment centers, and theme parks. Meanwhile, Asia Pacific is witnessing exponential growth, particularly in China, Japan, and South Korea, driven by a youthful demographic and an expanding network of game arcades and VR-based attractions. These nations are not only consuming imported entertainment hardware but are also producing indigenous gaming systems customized to local preferences. In Europe, regulatory standards around public amusement systems have encouraged the use of high-quality, compliant machines, fostering a competitive market of manufacturers and operators. Emerging economies across Latin America and the Middle East & Africa are tapping into rising urbanization trends and digital literacy to develop modern amusement ecosystems that incorporate these machines.

Major market player included in this report are:

Sega Sammy Holdings Inc.

Konami Holdings Corporation

Bandai Namco Holdings Inc.

Raw Thrills Inc.

Adrenaline Amusements Inc.

LAI Games

UNIS Technology Ltd.

Betson Enterprises

TouchMagix Media Pvt. Ltd.

Nintendo Co., Ltd.

Capcom Co., Ltd.

Coastal Amusements Inc.

ICE (Innovative Concepts in Entertainment)

Andamiro Co. Ltd.

Wahlap Technology Co., Ltd.

#### Global Amusement Machine Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

## By Game Type:

Video Games

Simulation/AR-VR Games

## By Application:

Amusement & Recreational Theme Park

Indoor Specialty Centers

Game Centers

## By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

## Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

## Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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