

Global Theme Park Market Size Study, by Age (Up to 18 Years, 19 to 35 Years), by Rides (Water Rides, Mechanical Rides), by Revenue Source, and Regional Forecasts 2022-2032

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Abstracts

The Global Theme Park Market is valued at approximately USD 96.77 billion in 2023 and is poised to grow at a compound annual growth rate (CAGR) of 6.10% during the forecast period from 2024 to 2032. Theme parks represent an integral aspect of the entertainment and tourism sectors, blending innovative rides, immersive attractions, and cultural themes to captivate diverse audiences. These entertainment hubs play a significant role in boosting local economies by driving tourism and creating jobs. From roller coasters that defy gravity to cutting-edge virtual reality experiences, theme parks have continued to evolve, catering to the insatiable appetite for unique recreational experiences.

The rise in disposable incomes and the growing inclination toward leisure activities have been pivotal in propelling the theme park industry. Consumers are increasingly seeking engaging and memorable experiences, fueling investments in advanced technologies like augmented and virtual reality to enhance attractions. Additionally, the strategic integration of themed dining, shopping, and live entertainment within parks has led to a surge in revenue streams, transforming these parks into multi-dimensional entertainment destinations. However, the market is not without its challenges. High initial setup costs, coupled with operational complexities, often deter new entrants. Furthermore, the seasonality of operations can impact revenue stability, necessitating innovative strategies to sustain visitor engagement throughout the year.

Geographically, North America continues to dominate the theme park industry, supported by iconic brands such as Disneyland and Universal Studios, alongside a

culture deeply ingrained in theme park visitation. Europe also showcases robust growth, driven by family-friendly attractions and the integration of historical and cultural elements into park themes. On the other hand, the Asia-Pacific region is emerging as the fastest-growing market, with countries like China and India investing heavily in large-scale amusement parks to cater to their burgeoning middle-class populations. Meanwhile, Latin America and the Middle East & Africa regions are gradually gaining traction, spurred by growing tourism initiatives and international partnerships.

Major market players included in this report are:

Walt Disney Company

Universal Parks and Resorts

Merlin Entertainments Group

SeaWorld Parks & Entertainment

Six Flags Entertainment Corporation

Cedar Fair Entertainment Company

OCT Group

Chimelong Group

Fantawild Holdings

Parques Reunidos

Efteling B.V.

Legoland Parks

Europa-Park GmbH & Co Mack KG

IMG Worlds of Adventure

Herschend Enterprises

The detailed segments and sub-segments of the market are explained below:

By Age:

Up to 18 Years

19 to 35 Years

By Rides:

Water Rides

Mechanical Rides

By Revenue Source:

(Details included in the full report)

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

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Global Theme Park Market Size Study, by Age (Up to 18 Years, 19 to 35 Years), by Rides (Water Rides, Mechanical...

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level data for major regions.

Competitive landscape insights highlighting significant players in the market.

Evaluation of key business strategies and actionable recommendations for future approaches.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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