

Global Immersive Attraction Equipment Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Immersive Attraction Equipment market size was valued at US\$ 758 million in 2024 and is forecast to a readjusted size of USD 1276 million by 2031 with a CAGR of 8.3% during review period.

Immersive attraction equipment refers to entertainment devices that use high-tech means (such as virtual reality (VR), augmented reality (AR), holographic projection, surround sound, dynamic platforms, etc.) combined with creative design to create highly interactive, realistic and multi-sensory experiences for tourists. These devices create immersive scenes and stories, allowing tourists to fully immerse themselves in virtual or enhanced environments and experience visual, auditory, tactile and even olfactory experiences beyond reality. They are widely used in theme parks, museums, exhibition halls and other places to provide unique and unforgettable entertainment and educational experiences.

The main immersive attractions in the world include flying theaters, dark rides, 4D dynamic theaters, 360-degree surround theaters, dome theaters, etc. The maturity of technologies such as VR/AR, motion capture, and multi-sensory interaction has significantly improved the realism and interactivity of the equipment experience, driving continued investment in scenes such as theme parks and cultural tourism complexes.

According to our (Global Info Research) latest study, the global Immersive Attraction Equipment market size was valued at US\$ 736.24 million in 2024 and is forecast to a readjusted size of USD 1,253.42 million by 2031 with a CAGR of 8.52% during review period.

From a regional perspective, the Asia-Pacific region ranks first with a market size of US\$321.1 million in 2024 (accounting for 43.6% of the world), and is expected to reach US\$477.85 million in 2031 (CAGR 7.12%). Its growth momentum mainly comes from the rapid expansion of theme parks in China and Southeast Asia, as well as government policy support for the integration of culture and tourism.

The global immersive equipment market presents the characteristics of 'technology-intensive competition'. The top six companies (Fantawild, Brogent Technologies, Intamin, etc.) account for 27.31% of the total revenue in 2024, reflecting that the market is still in a decentralized stage, and small and medium-sized technology manufacturers have opportunities to break through in niche areas (such as special effects integration and content development). Leading companies consolidate their advantages through technical patent barriers and IP content cooperation. For example, Fantawild has created a differentiated experience for flying theaters with its own IP 'Boonie Bears' series, and Brogent has occupied the high-end market through a combination of dynamic track systems and VR solutions. In the future, as industry standards become stricter and the threshold for technology investment increases, leading companies are expected to further integrate supply chain resources, but the advantages of regional manufacturers (such as China Golden Horse Amusement and Dalian Botao) in localized services and cost control will still maintain the diversity of market competition.

From the perspective of application scenarios, theme parks are still the core market for immersive devices, contributing 48.51% of global sales and 71.70% of revenue in 2024, and the share is expected to drop slightly to 47.21% of sales and 69.52% of revenue in 2031. This change reflects two major trends: first, theme parks maintain passenger flow and secondary consumption through equipment iteration (such as Universal Studios' 'Super Nintendo World' interactive ride); second, non-theme park scenarios (such as commercial complexes and corporate exhibition halls) are accelerating penetration, and the proportion is gradually increasing. For example, shopping malls attract young customers by introducing small immersive experiences (VR chambers, interactive art installations).

The global immersive attraction equipment market is at the intersection of rapid growth and structural change. Driven by the dual wheels of technological iteration and upgraded consumer demand, leading companies need to consolidate their technological barriers and expand cross-border cooperation, while regional manufacturers need to deepen localized needs and cost advantages. In the future, market growth will not only rely on breakt.

This report is a detailed and comprehensive analysis for global Immersive Attraction Equipment market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Immersive Attraction Equipment market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Immersive Attraction Equipment market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Immersive Attraction Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Immersive Attraction Equipment market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Immersive Attraction Equipment
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Immersive Attraction Equipment market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Fantawild, Brogent Technologies, Intamin, Jinma Rides, Triotech, Dynamic Entertainment, ETF Ride Systems, Simtec, Dalian Betop, Oceaneering International, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Immersive Attraction Equipment market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Flying Theater

Dark Ride

Others

Market segment by Application

Theme Park

Museum

Other

Market segment by players, this report covers

Fantawild

Brogent Technologies

Intamin

Jinma Rides

Triotech

Dynamic Entertainment

ETF Ride Systems

Simtec

Dalian Betop

Oceaneering International

Nanfang Rides

Sansei Technologies

Simworx

MediaMation

Preston & Barbieri

MACK Rides GmbH & Co KG

DOF Robotics

Aufwind Group

Gosetto

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Immersive Attraction Equipment product scope, market overview,

market estimation caveats and base year.

Chapter 2, to profile the top players of Immersive Attraction Equipment, with revenue, gross margin, and global market share of Immersive Attraction Equipment from 2020 to 2025.

Chapter 3, the Immersive Attraction Equipment competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Immersive Attraction Equipment market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Immersive Attraction Equipment.

Chapter 13, to describe Immersive Attraction Equipment research findings and conclusion.

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