

Amusement Parks Market Size, Share & Trends Analysis Report By Age (Upto 18 Years, 19 To 35 Years), By Rides (Water Rides, Mechanical Rides), By Revenue Source, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Amusement Parks Market Growth & Trends

The global amusement parks market size is expected to reach USD 149.32 billion by 2030, according to a study conducted by Grand View Research, Inc., progressing at a CAGR of 6.1% from 2025 to 2030. Rising introduction of hotels and resorts in parks premises and increasing spending capacity of consumers is expected to stimulate the growth of the market. Moreover, amusement parks are appealing to visitors since they offer entertainment options for the entire family and include multiple theme-based attractions, live entertainment shows, and various rides for people of all age groups. In addition, disability access and excellent hospitality are other factors that draw people to amusement parks.

Rapid expansion of the global amusement parks market, especially in Europe and Asia Pacific, is one of the primary factors positively influencing market growth. For instance, Disney's theme parks are established across the globe in different continents. Additionally, such parks attract millions of visitors every year. According to the Themed Entertainment Association (TEA), Disneyland California received 18.3 million visitors while Tokyo Disneyland received 16.8 million visitors in 2017.

Amusement parks are an essential part of the global entertainment and leisure industry.

The latter is categorized into water parks, amusement parks, and theme parks. Demographic changes and rapid evolution of economic and social landscape are shaping the amusement park market. For instance, according to IAAPA, in the U.S., children below the age of 18 are not allowed on rides that include loops and inversions. Owing to this, various parks have introduced adventurous and thrilling rides for adults. This has resulted in popularity of amusement parks not only among kids but also among adults. This change in the age-based demographic aspect was undertaken by the industry to attract youngsters and their parents.

The market is marked by presence of key players, owing to which new entrants face challenges to enter the market. Significant capital investment, land procurement, climatic factors, and uncertainty about business success are some of the roadblocks in the growth of the market.

Amusement Parks Market Report Highlights

The 19 to 35 years segment accounted for the largest revenue share of over 32.0% in 2024. This tech-savvy generation is drawn to cutting-edge innovations such as augmented reality (AR), virtual reality (VR), and interactive attractions.

The mechanical rides segment accounted for a significant revenue share of over 83.0% in 2024. Themed mechanical rides based on popular intellectual properties (IPs), such as movies, TV shows, or cultural legends, are a significant growth driver.

The ticket segment accounted for a significant revenue share of nearly 58.0% in 2024. The widespread adoption of digital and mobile ticketing has revolutionized the ticket segment.

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