

Arcade Games Center Market Size, Share, & Trends Analysis Report By Type (Video Games, Redemption Games, Electro-Mechanical Games), By Revenue Model (Coin-Operated Model, Subscription-Based), By Venue, By Age, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global arcade games center market size was estimated at USD 13.98 billion in 2025 and is projected to reach USD 31.71 billion by 2033, growing at a CAGR of 11.1% from 2026 to 2033. The growth can be attributed to the recovery of location-based entertainment (LBE) as consumers increasingly seek immersive, social, and experiential activities outside the home.

Urbanization, rising disposable incomes particularly among millennials and Gen Z and the cultural shift toward experience economy spending is encouraging footfall in malls, entertainment complexes, and family entertainment centers (FECs).

Technological innovation also contributes to the arcade games center industry. Integration of advanced gaming hardware such as virtual reality (VR), augmented reality (AR), motion-sensing systems, haptic feedback, and AI-enabled interactive platforms is elevating the user experience and extending dwell time per customer. Modern arcade centers are increasingly deploying cashless payment systems, RFID cards, and data analytics tools to optimize pricing strategies, track player behavior, and enhance customer retention. The continuous refresh cycle of gaming content and immersive attractions helps operators sustain repeat visits and maintain revenue growth. For instance, in July 2025, Westgate Resorts, a privately owned vacation ownership company in the U.S., formed a comprehensive technology and cross-promotional

partnership with Chuck E. Cheese, a family entertainment brand. The collaboration aims to introduce enhanced, immersive gaming and interactive entertainment experiences for families staying at Westgate Town Center and Westgate Vacation Villas Resort in Kissimmee, Florida, integrating digital engagement initiatives with on-site attractions to elevate guest experiences and strengthen cross-brand visibility.

The expansion of organized retail infrastructure and mixed-use commercial developments globally is further supporting market growth. Developers are incorporating arcade zones within shopping malls, multiplexes, resorts, cruise ships, and transit hubs to increase visitor engagement and improve tenant mix diversity. Strategic partnerships between arcade operators and global gaming brands are also enhancing the commercial viability of these centers, enabling licensed content, esports-themed zones, and competitive tournaments that attract wider demographics.

In addition, the growing popularity of esports and competitive gaming culture is positively influencing arcade centers. Many operators are incorporating competitive gaming arenas, multiplayer simulators, and skill-based gaming machines to attract youth audiences and host events. The hybridization of arcade gaming with food & beverage offerings, birthday/event hosting, and corporate team-building activities is diversifying revenue streams and improving per-visit monetization metrics.

Global Arcade Games Center Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global arcade games center market report based on type, revenue model, venue, age, and region:

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Video Games

Redemption Games

Electro-Mechanical Games

Simulation Games

Pinball & Retro Arcade Games

Others

Revenue Model Outlook (Revenue, USD Billion, 2021 - 2033)

Coin-Operated Model

Card & Digital Payment Systems

Subscription-Based

Venue Outlook (Revenue, USD Billion, 2021 - 2033)

Family Entertainment Centers (FECs)

Amusement & Theme Parks

Shopping Malls

Standalone Arcades

Others

Age Outlook (Revenue, USD Billion, 2021 - 2033)

Children (under 12)

Teenagers (13-19)

Adults (20-35)

Middle-Aged Adults (36-50)

Seniors (Above 50)

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

UAE

Saudi Arabia

South Africa

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