+44 20 8123 2220
info@marketpublishers.com

Europe Location-based Entertainment Market Size, Share & Trends Analysis Report By Component (Hardware, Software), By End Use (Amusement Parks, Arcade Studios, 4D Films), By Technology, By Country, And Segment Forecasts, 2023 - 2030

https://marketpublishers.com/r/EE693CED202BEN.html
Date: July 2023
Pages: 120
Price: US$ 4,950.00 (Single User License)
ID: EE693CED202BEN

Abstracts

This report can be delivered to the clients within Immediate

Europe Location-based Entertainment Market Growth & Trends

The Europe location-based entertainment market size is expected to reach USD 6,681.6 million by 2030, expanding at 28.4% CAGR from 2023 to 2030, according to a new study by Grand View Research, Inc. The market has witnessed a remarkable transformation in the past few years due to the growing demand for unique and immersive entertainment experiences among European consumers. This kind of attraction offers interactive and experiential entertainment, catering to this increasing demand.

Technological advancements such as virtual reality, augmented reality, and mixed reality have greatly enhanced the capabilities of amusement parks and arcade studios, allowing for more immersive and interactive experiences. VR arcades, escape rooms, and theme parks with AR/MR elements are gaining popularity, providing growth opportunities for the market.

The key players operating in the market include Cinepolis; Walt Disney Parks and Resorts; Universal Studios Park and Resorts; Barron Games; and others. Some of the key players providing entertainment technology solutions include Microsoft Corporation; Google, Inc.; HTC Corporation; IMAX Corporation; HQ Software; Magic Leap; and

VRstudios, Inc. These companies are focusing on technological developments, launching new products and services, and forming strategic alliances to gain a competitive edge in the industry.

For instance, Merlin Entertainment owns and operates several Legoland theme parks in Europe, including Legoland Windsor in the U.K., and Legoland Deutschland in Germany. These parks offer immersive experiences centered on the iconic Lego brand, with rides, shows, and interactive attractions.

Moreover, the growing adoption of advanced technologies such as VR, AR, and MR has opened new possibilities for high-end experiences. VR arcades and gaming centers have gained popularity, allowing users to explore virtual experiences. Escape rooms have capitalized on the trend, combining physical puzzles with digital storytelling to create immersive adventures.

The market shows promising prospects for further growth and innovation. The advancements in technology, particularly in VR, AR, and MR, will continue to drive the development of more immersive and realistic experiences. As the cost of these technologies' decreases, these venues will become more accessible to a broader audience, leading to increased market penetration.

European consumers are increasingly seeking out unique and memorable experiences. They are willing to spend on entertainment attractions that offer high-quality content, interactivity, and immersive storytelling. Amusement parks and arcade studios that can meet and exceed consumer expectations are likely to thrive in the market. Additionally, consumers are becoming more discerning, seeking out experiences that are socially interactive, personalized, and aligned with their interests.

Collaborations with popular Intellectual Properties (IPs) of the company, including movies, TV shows, video games, and cultural franchises, can significantly impact the European market. Licensed attractions and themed experiences based on well-known IPs tend to attract a larger audience due to existing fan bases and the allure of experiencing a beloved story or world in a new way. Strong partnerships with IPs can help them to differentiate themselves and drive footfall.

Social media has significantly shaped consumer expectations and driven demand for immersive experiences on platforms like Instagram, TikTok, and YouTube. Immersive entertainment attractions provide visually stunning and shareable content that can generate excitement and draw more visitors. Immersive experiences in entertainment

+44 20 8123 2220
info@marketpublishers.com

attractions have broad appeal across various age groups and demographics.

Families, teenagers, young adults, or tourists all remain potential customers of immersive attractions, which have the potential to cater to a wide range of interests and preferences. This versatility helps drive the growing demand and ensures a diverse customer base. Immersive experiences offer a level of novelty and innovation that can attract both new and repeat customers.

These businesses that continuously invest in cutting-edge technologies and creative concepts can stay ahead of the competition and capture consumer attention, who are seeking something fresh and exciting. It is often integrated with other forms of entertainment, such as live performances, interactive exhibits, or gamified elements.

Europe Location-based Entertainment Market Report Highlights

- The hardware segment accounted for a revenue share of around 64.0% in 2022. The growth of the hardware segment can be attributed to the increasing demand for hardware components driven by the technological advancements in the VR/AR-based gadgets

- Significant advancements in 3D animation, 3D mapping, and other 3D technologies are driving the adoption of 3D technology in LBE. Following the 3D segment, the Cloud Merged Reality (CMR) segment is also growing at a fast pace

- Germany accounted for a significant market share in 2022. The country is a popular tourist destination, attracting millions of international visitors annually. The country's rich cultural heritage, historic sites, and vibrant cities provide ample opportunities for LBE attractions

+44 20 8123 2220
info@marketpublishers.com

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

1.1 Market Segmentation & Scope
1.2 Market Definitions
1.3 Information Procurement
  1.3.1 Information Analysis
  1.3.2 Market Formulation & Data Visualization
  1.3.3 Data Validation & Publishing
1.4 Research Scope And Assumptions
  1.4.1 List To Data Sources

CHAPTER 2 EXECUTIVE SUMMARY

2.1 Europe Location-Based Entertainment Market Snapshot
2.2 Europe Location-Based Entertainment - Segment Snapshot (1/2)
2.3 Europe Location-Based Entertainment - Segment Snapshot (2/2)
2.4 Europe Location-Based Entertainment - Competitive Landscape Snapshot

CHAPTER 3 EUROPE LOCATION-BASED ENTERTAINMENT MARKET - INDUSTRY OUTLOOK

3.1 Market Lineage Outlook
3.2 Value Chain Analysis
3.3 Market Dynamics
  3.3.1 Market Driver Analysis
  3.3.2 Market Restraint Analysis
  3.3.3 Market Challenges Analysis
  3.3.4 Market Opportunities Analysis
3.4 Industry Analysis Tools
  3.4.1 Porter’s Analysis
  3.4.2 Macroeconomic Analysis
3.5 Europe Location-Based Entertainment Market - Technology Landscape
  3.5.1 Augmented Reality
  3.5.2 Virtual Reality
  3.5.3 Mixed Reality
  3.5.4 Machine Learning And Artificial Intelligence
3.6 Total Number Of Location-Based Entertainment Centers, By Country

+44 20 8123 2220
info@marketpublishers.com

3.6.1 Location-Based Entertainment, Regional Concentration
3.6.2 Most Visited Amusement Parks, 2021
3.6.3 List Of Location-Based Entertainment, By Countries
3.6.3.1 Germany
3.6.3.2 UK
3.6.3.3 France
3.7 Key Company Analysis, By Technology Providers
3.7.1 Key Players, Strategic Initiatives & Outcome Analysis
3.7.2 Key Company Ranking, 2022
3.8 Key Company Analysis, By Service Operators
3.8.1 Key Players, Strategic Initiatives & Outcome Analysis
3.8.2 Key Company Ranking, 2022
3.9 Europe Location-Based Entertainment Market - Covid-19 Impact Analysis

CHAPTER 4 EUROPE LOCATION-BASED ENTERTAINMENT MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

4.1 Component Movement Analysis & Market Share, 2022 & 2030
4.2 Europe Location-Based Entertainment Market Estimates & Forecast, By Component (USD Million)
4.2.1 Hardware
4.2.2 Software

CHAPTER 5 EUROPE LOCATION-BASED ENTERTAINMENT MARKET: END-USE ESTIMATES & TREND ANALYSIS

5.1 End-Use Movement Analysis & Market Share, 2022 & 2030
5.2 Europe Location-Based Entertainment Market Estimates & Forecast, By End-Use (USD Million)
5.2.1 Amusement Parks
5.2.1.1 Indoor Amusement Parks
5.2.1.2 Outdoor Amusement Parks
5.2.2 Arcade Studios
5.2.3 4d Films

CHAPTER 6 TECHNOLOGY MARKET: GENRE ESTIMATES & TREND ANALYSIS

6.1 Technology Movement Analysis & Market Share, 2022 & 2030
6.2 Europe Location-Based Entertainment Market Estimates & Forecast, By Technology

+44 20 8123 2220
info@marketpublishers.com

(USD Million)
6.2.1 2-Dimensional (2d)
6.2.2 3-Dimensional (3d)
6.2.3 Cloud Merged Reality (Cmr)

CHAPTER 7 REGIONAL ESTIMATES & TREND ANALYSIS

7.1 Europe Location-Based Entertainment Market: Regional Outlook
7.2 Europe
7.2.1 Europe Location-Based Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Million)
7.2.2 Germany
7.2.2.1 Germany Location-Based Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Million)
7.2.3 UK
7.2.3.1 UK Location-Based Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Million)
7.2.4 France
7.2.4.1 France Location-Based Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Million)
7.2.5 Rest Of Europe
7.2.5.1 Rest Of Europe Location-Based Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Million)

CHAPTER 8 EUROPE LOCATION-BASED ENTERTAINMENT MARKET - COMPETITIVE LANDSCAPE

8.1 Key Market Participants - Technology Provider
8.1.1 Microsoft Corporation
8.1.2 Google Llc
8.1.3 Hq Software
8.1.4 Htc Corporation
8.1.5 Samsung Electronics Co. Ltd.
8.1.6 Niantic Inc.
8.1.7 Magic Leap Inc.
8.1.8 Vrstudios Inc.
8.1.9 Huawei Technologies Co. Ltd.
8.1.10 Springboard Vr
8.2 Key Market Participants - Service Operator

+44 20 8123 2220
info@marketpublishers.com

8.2.1 Cinepolis
8.2.2 Disney Parks, Experience, And Products
8.2.3 Universal Parks And Resorts
8.2.4 Six Flags Entertainment Corporation
8.2.5 Aeon Fantasy Company
8.2.6 Barron Games International
8.2.7 Kidzania Operations S.A.R.L.
8.3 Recent Developments & Impact Analysis, By Key Market Participants
8.4 Company Categorization
8.5 Participant's Overview
8.6 Financial Performance
8.7 Product Benchmarking
8.8 Company Market Share Analysis, 2022
8.9 Company Heat Map Analysis
8.10 Strategy Mapping
8.10.1 Expansion
8.10.2 Mergers & Acquisition
8.10.3 Collaborations
8.10.4 New Product Launches

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1 Europe location-based entertainment market - Key market driver impact
Table 2 Europe location-based entertainment market - Key market restraint impact
Table 3 Europe location-based entertainment market - Key market challenges impact
Table 4 Europe location-based entertainment market - Key market opportunities impact
Table 5 Most visited amusement parks, 2021
Table 6 Germany location-based entertainment facility
Table 7 UK location-based entertainment facility
Table 8 France location-based entertainment facility
Table 9 Key Company Ranking
Table 10 Key Company Ranking
Table 11 Europe Location-based Entertainment Market Revenue Estimates and Forecast, By Component, 2017 - 2030 (USD Million)
Table 12 Europe Location-based Entertainment Market Revenue Estimates and Forecast, By End-Use, 2017 - 2030 (USD Million)
Table 13 Europe Location-based Entertainment Market Revenue Estimates and Forecast, By Technology, 2017 - 2030 (USD Million)
Table 14 Recent Developments & Impact Analysis, By Key Market Participants
Table 15 Company Heat Map Analysis
Table 16 Key Companies undergoing expansions
Table 17 Key Companies Involved in M & As
Table 18 Key Companies undergoing collaborations
Table 19 Key Companies launching new products

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Fig. 1 Europe Location-based Entertainment Market Segmentation
Fig. 2 Information Procurement
Fig. 3 Data Analysis Models
Fig. 4 Market Formulation And Validation
Fig. 5 Data Validating & Publishing
Fig. 6 Market Snapshot
Fig. 7 Segment Snapshot (1/2)
Fig. 8 Segment Snapshot (2/2)
Fig. 9 Competitive Landscape Snapshot
Fig. 10 Europe Location-Based Entertainment - Industry Value Chain Analysis
Fig. 11 Market dynamics
Fig. 12 Europe location-based entertainment market: PORTER’s Analysis
Fig. 13 Europe location-based entertainment market: PESTEL Analysis
Fig. 14 AR Integration roadmap in Europe location-based entertainment centers
Fig. 15 Top VR integrated theme/amusement park in Europe
Fig. 16 Mixed reality technological advancement
Fig. 17 Example of Artificial Intelligence and Machine Learning in Amusement Parks
Fig. 18 Location-based entertainment, regional concentration
Fig. 19 Key company analysis, by technology providers
Fig. 20 Key company analysis, by service operators
Fig. 21 Europe Location-based Entertainment Market, by Component: Key Takeaways
Fig. 22 Europe Location-based Entertainment Market, by Component: Market Share, 2022 & 2030
Fig. 23 Hardware component market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 24 Software component market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 25 Europe Location-based Entertainment Market, by End-Use: Key Takeaways
Fig. 26 Europe Location-based Entertainment Market, by End-Use: Market Share, 2022 & 2030
Fig. 27 Amusement parks estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 28 Indoor amusement parks estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 29 Outdoor amusement parks estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 30 Arcade studio market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 31 Computer market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 32 Europe Location-based Entertainment Market, by Technology: Key Takeaways

+44 20 8123 2220
info@marketpublishers.com

Fig. 33 Europe Location-based Entertainment Market, by Technology: Market Share, 2022 & 2030
Fig. 34 2-Dimensional (2D) market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 35 3-Dimensional (3D) market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 36 Cloud merged reality (CMR) market estimates & forecasts, 2018 - 2030 (USD Million)
Fig. 37 Europe Location-based Entertainment Market Revenue By Region, 2022 & 2030 (USD Million)
Fig. 38 Country marketplace: Key takeaways
Fig. 39 Europe location-based entertainment market estimates & forecast, 2018 - 2030 (USD Million)
Fig. 40 Germany location-based entertainment market estimates & forecast, 2018 - 2030 (USD Million)
Fig. 41 UK location-based entertainment market estimates & forecast, 2018 - 2030 (USD Million)
Fig. 42 France location-based entertainment market estimates & forecast, 2018 - 2030 (USD Million)
Fig. 43 Rest of Europe location-based entertainment market estimates & forecast, 2018 - 2030 (USD Million)
Fig. 44 Key Company Categorization
Fig. 45 Company Market Share Analysis, 2022
Fig. 46 Strategic framework?

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Europe Location-based Entertainment Market Size, Share & Trends Analysis Report By Component (Hardware, Software), By End Use (Amusement Parks, Arcade Studios, 4D Films), By Technology, By Country, And Segment Forecasts, 2023 - 2030

Product link: https://marketpublishers.com/r/EE693CED202BEN.html

Price: US$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/EE693CED202BEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below

+44 20 8123 2220
info@marketpublishers.com

and fax the completed form to +44 20 7900 3970