

North America Location-based Entertainment Market Size, Share & Trends Analysis Report By Component, By End-use (Amusement Park, Arcade Studios, 4D Films), By Technology, By Country, And Segment Forecasts, 2024 - 2030

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Abstracts

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North America Location-based Entertainment Market Growth & Trends

The North America location-based entertainment market size is expected to reach USD 7.41 billion by 2023, expanding at a CAGR of 26.5% from 2024 to 2030, according to a new report by Grand View Research, Inc. The increasing disposable income among individuals and the demand for virtual experiences for a younger audience are expected to drive the growth. The LBEs have witnessed growing technological advancements, including new software solutions and hardware components for improved user experiences. Companies are investing in new theme-based parks, adding rides and virtual reality spaces for enhanced experiences.

The rise of experiential entertainment and the desire for social interaction are driving the popularity of location-based entertainment (LBE) venues in North America. These venues offer a wide range of immersive experiences, including VR arcades, escape rooms, interactive theaters, and themed attractions. The growing demand for LBE venues lies in their ability to provide shared experiences that cannot be replicated at home, driving foot traffic and revenue growth in the North American market.

Furthermore, the growing trend of gamification and interactive storytelling is driving innovation in location-based entertainment experiences in North America. LBE venues

incorporate gameplay, narrative, and competition elements into their offerings to engage audiences and enhance the overall experience. From interactive exhibits and scavenger hunts to multiplayer games and live-action role-playing experiences, gamified LBE attractions provide visitors with a sense of agency and immersion, driving repeat visits and word-of-mouth promotion and contributing to regional market expansion.

North America Location-based Entertainment Market Report Highlights

Based on component, the hardware segment held the largest market share of 64.0% in 2023. Immersive technology devices like Virtual Reality (VR) and Mixed reality (MR) headsets are used in theme parks and arcade studios. With technological advancements, the LBE is shifting towards virtual reality, 3D, and cloud-merged reality to attract new customers

Based on technology, the 3D segment held the largest market share in 2023. The rapid growth in demand for VR headsets is driving the segment growth. VR headsets are used for arcade gaming, interactive content at theme parks, and simulated rides. 3D allows LBEs to create immersive content for customers to engage with

Based on end-use, arcade studios are anticipated to grow at the fastest CAGR over the forecast period. The growing need for location-based game zones, customizations, and competitive gaming is expected to drive growth for regional arcade studios. To cater to the larger crowd, arcade studios invest in new theme-based gaming arenas, immersive technology such as VR gaming, and new interactive games for all age groups

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