

# **Theme Park Market Size, Share & Trends Analysis Report By Type (Adventure Parks, Water Parks, IP-Based Theme Parks), By Revenue Source (Ticket, Food & Beverage, Merchandise, Hotels/Resorts), By Age Group, By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global theme park market size was estimated at USD 67.85 billion in 2025 and is projected to reach USD 110.60 billion by 2033, growing at a CAGR of 6.4% from 2026 to 2033 due to the rising disposable income across emerging economies, particularly in Asia-Pacific and Latin America. As middle-class populations expand and international tourism becomes more accessible, families and young travelers are increasingly spending on recreational experiences.

Rising disposable incomes, particularly in emerging economies, and steady demand in the U.S. amusement and theme park market are enabling operators to invest in large-scale developments and immersive attractions. The evolution of the theme park design market is playing a crucial role here, as parks adopt advanced technologies such as AR/VR, AI-driven personalization, and IP-based storytelling to enhance visitor engagement. Additionally, the U.S. amusement theme park market continues to set global benchmarks through high-value experiential offerings, influencing innovation and pricing strategies across the broader amusement park market and theme park vacations market.

Moreover, tourism integration and infrastructure development are accelerating growth across the amusement park market and theme park vacations market, with integrated resorts becoming a dominant model. Governments and private investors are actively

supporting mega park developments, further strengthening the U.S. amusement and theme park market and expanding global footprints. The theme park design market is benefiting from this trend, as demand rises for creative, scalable, and sustainable park layouts that cater to multi-generational audiences. Moreover, digital transformation across the US amusement theme park market is enhancing operational efficiency through smart ticketing, mobile apps, and data analytics, reinforcing repeat visitation. These factors collectively position the amusement park market and theme park vacations market for continued long-term growth.

Theme parks are continuously investing in next-generation technologies to enhance visitor engagement. The integration of augmented reality (AR), virtual reality (VR), AI-based animatronics, and 4D simulation rides is redefining the customer experience. These technologies help parks offer immersive storytelling and interactive environments that attract tech-savvy visitors, especially Gen Z and Millennials. This technological edge enables differentiation in an increasingly competitive market and promotes repeat visits.

Major amusement theme park operators are entering strategic partnerships and leveraging well-known intellectual properties (IP) such as Marvel, Star Wars, Harry Potter, and Nintendo franchises. These branded experiences drive strong fan engagement and attract international attention. Simultaneously, companies are expanding into fast-growing markets such as China, India, the UAE, and Southeast Asia, where urbanization and youth populations create robust demand. This localization strategy, coupled with global branding, ensures diversified growth. For instance, in December 2025, Six Flags opened its first park, Six Flags Qiddiya City, outside North America, near Riyadh, as part of the Qiddiya entertainment destination. The park features 28 rides, including the record-breaking Falcons Flight roller coaster, the tallest, fastest, and longest in the world, alongside other major attractions.

## Global Theme Park 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 theme park market report based on type, revenue source, age group, and region.

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

Adventure Parks

Water Parks

IP-Based Theme Parks

Others

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

Ticket

Food & beverage

Merchandise

Hotels/Resorts

Others

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

Up to 18 years

19 to 35 years

36 to 50 years

51 to 65 years

More than 65 years

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

**This report can be delivered to the clients within 4 Business Days**

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