

Amusement Parks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global amusement parks market size reached US\$ 51.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 68.8 Billion by 2028, exhibiting a growth rate (CAGR) of 4.8% during 2023-2028.

Amusement parks refer to open-air recreational and entertainment zones that are based on fictional characters and themes. They are commercially operated extensions to fairs and picnic gardens and cater to individuals of all age groups. They offer various amusement facilities, such as mechanical rides, water parks, theme parks, arcades, casinos, sports betting facilities, hotels, resorts and refreshment zones. They may also offer immersive cinematic experiences with high-definition (HD) music and light shows and theatrical plays that are enjoyed by both children and adults alike.

Rapid urbanization, along with significant growth in the travel and tourism industry is one of the key factors creating a positive outlook for the market. Furthermore, the availability of innovative rides, accommodation facilities and official merchandise in the amusement parks is also providing a boost to the market growth. For expanding their reach, park owners are offering numerous adventurous and fascinating experiences through theme-based attractions, such as foods, beverages, clothes and goodies. Additionally, the increasing adoption of technologically advanced solutions, such as hydraulics, pneumatics, animatronics and the Internet-of-Things (IoT), is acting as another growth-inducing factor. These solutions aid in tracking and monitoring all activities in the park and offering interactive experiences to the visitor through augmented reality (AR) and virtual reality (VR) technologies. Other factors, including

rising disposable incomes and consumer expenditure capacities on entertainment, along with increasing investments in themed amusement parks and the development of 4D rides and giant roller coasters and rides, are expected to drive the market further. This can be attributed to the social distancing norms established in numerous countries.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global amusement parks market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on rides, revenue source and age group.

Breakup by Rides:

- Mechanical Rides
- Water Rides
- Others

Breakup by Revenue Source:

- Ticket
- Food and Beverage
- Merchandise
- Hotels/Resorts
- Others

Breakup by Age Group:

- Up to 18 Years
- 19 to 35 Years
- 36 to 50 Years
- 51 to 65 Years
- More than 65 Years

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Ardent Leisure Group, Cedar Fair Entertainment Company,

Chimelong Group Co. Ltd., Comcast Corporation, Fantawild Holdings Inc. (Shenzhen Huaqiang Holdings Ltd.), IMG Worlds of Adventure, Merlin Entertainments (The Blackstone Group), SeaWorld Parks & Entertainment Inc., Warner Media LLC and The Walt Disney Company.

Key Questions Answered in This Report:

How has the global amusement parks market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global amusement parks market?

What are the key regional markets?

What is the breakup of the market based on the rides?

What is the breakup of the market based on the revenue source?

What is the breakup of the market based on the age group?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global amusement parks market and who are the key players?

What is the degree of competition in the industry?

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