

# **Amusement Parks Market Report by Rides (Mechanical Rides, Water Rides, and Others), Revenue Source (Ticket, Food and Beverage, Merchandise, Hotels/Resorts, and Others), Age Group (Up to 18 Years, 19 to 35 Years, 36 to 50 Years, 51 to 65 Years, More than 65 Years), and Region 2024-2032**

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## **Abstracts**

The global amusement parks market size reached US\$ 54.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 79.8 Billion by 2032, exhibiting a growth rate (CAGR) of 4.3% during 2024-2032.

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 2024-2032. 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

1. What was the size of the global amusement parks market in 2023?
2. What is the expected growth rate of the global amusement parks market during 2024-2032?
3. What are the key factors driving the global amusement parks market?
4. What has been the impact of COVID-19 on the global amusement parks market?
5. What is the breakup of the global amusement parks market based on the rides?

6. What is the breakup of the global amusement parks market based on the revenue source?
7. What is the breakup of the global amusement parks market based on age group?
8. What are the key regions in the global amusement parks market?
9. Who are the key players/companies in the global amusement parks market?

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