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Global Immersive Attraction Equipment Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global Immersive Attraction Equipment market size is predicted to grow from US$ 1558 million in 2025 to US$ 2672 million in 2031; it is expected to grow at a CAGR of 9.4% from 2025 to 2031.

Immersive attraction equipment refers to entertainment devices that use high-tech means (such as virtual reality (VR), augmented reality (AR), holographic projection, surround sound, dynamic platforms, etc.) combined with creative design to create highly interactive, realistic and multi-sensory experiences for tourists. These devices create immersive scenes and stories, allowing tourists to fully immerse themselves in virtual or enhanced environments and experience visual, auditory, tactile and even olfactory experiences beyond reality. They are widely used in theme parks, museums, exhibition halls and other places to provide unique and unforgettable entertainment and educational experiences.

United States market for Immersive Attraction Equipment is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Immersive Attraction Equipment is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Immersive Attraction Equipment is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Immersive Attraction Equipment players cover ETF Ride Systems, Oceaneering International, Simtec, Dynamic Entertainment, Altec, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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LPI (LP Information)' newest research report, the “Immersive Attraction Equipment Industry Forecast” looks at past sales and reviews total world Immersive Attraction Equipment sales in 2024, providing a comprehensive analysis by region and market sector of projected Immersive Attraction Equipment sales for 2025 through 2031. With Immersive Attraction Equipment sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Immersive Attraction Equipment industry.

This Insight Report provides a comprehensive analysis of the global Immersive Attraction Equipment landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Immersive Attraction Equipment portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Immersive Attraction Equipment market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Immersive Attraction Equipment and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Immersive Attraction Equipment.

This report presents a comprehensive overview, market shares, and growth opportunities of Immersive Attraction Equipment market by product type, application, key players and key regions and countries.

Segmentation by Type:

Flying Theater

Dark Ride

Others

Segmentation by Application:

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Theme Park

Museum

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

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UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

ETF Ride Systems

Oceaneering International

Simtec

Dynamic Entertainment

Altec

Intamin

Sansei Technologies

BEC Entertainment

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Lagotronics Projects

Garmendale

DOF Robotics

MACK Rides GmbH & Co KG

Simworx

Vekoma Rides Manufacturing

Blacklight Attractions

The DARK RIDE COMPANY

Brogent Technologies

Alterface

Jinma Rides

Nanfang Rides

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