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Global Immersive Experiences Design Services Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Immersive Experiences Design Services market size is predicted to grow from US$ 853 million in 2025 to US$ 1102 million in 2031; it is expected to grow at a CAGR of 4.4% from 2025 to 2031.

Immersive experiences design services focus on creating comprehensive, multi-sensory experiences. By integrating advanced digital technology, creative design, and user experience research, these services aim to craft immersive and engaging interactive environments for clients. Beyond impressive visual effects, they emphasize multi-dimensional sensory stimulation—including sound, touch, and smell—to fully immerse audiences or users in designed scenarios, fostering profound emotional experiences and cognitive resonance. These services are widely applied in theme parks, museum exhibitions, commercial events, education and training, among other fields. Designers thoroughly understand target audiences' needs and preferences, leveraging cutting-edge technologies such as virtual reality (VR), augmented reality (AR), interactive projections, and holography to meticulously plan and design creative and theme-aligned immersive experiences. These solutions not only enhance the richness and fun of user experiences but also effectively boost brand communication effectiveness and market competitiveness.

United States market for Immersive Experiences Design Services 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 Experiences Design Services is estimated to increase from

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US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Immersive Experiences Design Services 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 Experiences Design Services players cover Framestore, Sketchin, Disguise, Toptal, Immersive Design Studios, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

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

This Insight Report provides a comprehensive analysis of the global Immersive Experiences Design Services 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 Experiences Design Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Immersive Experiences Design Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Immersive Experiences Design Services 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 Experiences Design Services.

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

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Segmentation by Type:

- Interactive Scene Experience
- Virtual Technology
- Others

Segmentation by Application:

- Entertainment
- Brand Marketing
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea

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Southeast Asia

India

Australia

Europe

Germany

France

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.

Framestore

Sketchin

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Disguise

Toptal

Immersive Design Studios

Punchcut

Encore

Peach Prime

Astound

Capgemini

Merestone

Avanade

Seeper

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