

Global Immersive Script Killing Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Immersive Script Killing market size is predicted to grow from US\$ 237 million in 2025 to US\$ 383 million in 2032; it is expected to grow at a CAGR of 7.3% from 2026 to 2032.

Immersive murder mystery games are a high-experience entertainment format upgraded from traditional murder mystery games. It doesn't just rely on scripts and tabletop deduction; it emphasizes creating an immersive, multi-sensory story environment for players through real-world settings, customized costumes, professional lighting and sound effects, interactive props, and even the participation of real-life NPCs (non-player characters). Its core lies in breaking down the boundaries between virtual and reality, maximizing players' sense of role-playing and emotional resonance, and transforming a simple deduction game into a deeply participatory theatrical experience.

Immersive script-based murder mystery games represent the current upgrade in cultural and entertainment consumption. The market generally believes they satisfy young consumers' pursuit of high-value, deeply emotional experiences. Due to their high costs in terms of scenes, props, and personnel, immersive script-based murder mystery games offer a premium far exceeding that of ordinary tabletop games, successfully attracting customers seeking quality and unique experiences. This high-cost, high-quality, and high-price business model has made it a major growth engine for store revenue and brand building after the traditional script-based murder mystery game market became saturated, and it is also an important direction for the diversified development of the urban leisure and entertainment industry.

Currently, the focus of market competition is on the in-depth development of high-quality original IPs and the standardization of complex operational processes. A successful

immersive murder mystery game requires a high degree of integration between story content, scene design, NPC acting skills, and interactive processes, placing extremely high demands on scriptwriters, scene designers, and operations teams. Meanwhile, the quality and stability of the live-action NPCs are key factors affecting customer experience, but their high training and management costs also present operational challenges. Therefore, the market trend is to develop replicable, easily manageable modular immersive scenes and establish unified NPC training and assessment standards to achieve scalable replication.

LPI (LP Information)' newest research report, the 'Immersive Script Killing Industry Forecast' looks at past sales and reviews total world Immersive Script Killing sales in 2025, providing a comprehensive analysis by region and market sector of projected Immersive Script Killing sales for 2026 through 2032. With Immersive Script Killing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Immersive Script Killing industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Immersive Script Killing 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 Script Killing.

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

Segmentation by Type:

Online

Offline

Segmentation Game Objective:

Hardcore Deduction

Emotional Immersion

Segmentation Experience Format:

Boxed / Tabletop Format

LARP / Real-Scene Search

Segmentation by Application:

Shopping Mall

Home

Others

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

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.

The Murder Mystery Company

Digital Murder Mystery

Red Herring Games

9985 Jubensha

Heytan

LARP Master

Qingqingtalk

3000world

Jiutu Thinking

Qinglou Culture

Mizhishentan

Pipiwenhua

FB Murder Mystery

Juzhongju

Mango Detective Game

Kaka Larp Game

Wanyouhudong

Jiuyaoyao

Xijing Culture

Jingrenyuan

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