

# Location-based Entertainment - Company Evaluation Report, 2024

<https://marketpublishers.com/r/L294511DD79FEN.html>

Date: May 2025

Pages: 111

Price: US\$ 2,650.00 (Single User License)

ID: L294511DD79FEN

## Abstracts

The Location Based Entertainment Market Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Location Based Entertainment Market. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 15 Location Based Entertainment Market Companies were categorized and recognized as the quadrant leaders.

Location-based entertainment refers to experiences that take place in specific physical venues, such as amusement parks, game arcades, galleries, and other entertainment facilities. These experiences are interactive and immersive, often enhanced by advanced technologies like virtual reality (VR), augmented reality (AR), mixed reality (MR), and sensory effects. Common examples include VR gaming arcades, escape rooms, interactive museum exhibits, and immersive theatrical performances.

The growth of the location-based entertainment market is driven by rising demand for immersive experiences and advancements in technologies like virtual reality (VR), augmented reality (AR), and mixed reality (MR). These innovations have enabled more interactive and engaging attractions. Additional factors include higher consumer spending on leisure, growing tourism, and increased interest in unique, multisensory experiences that combine entertainment, education, and social interaction. The market also benefits from trends such as experiential marketing, widespread mobile device use, social media influence, and the diversification of attraction types catering to a broader audience.

The location-based entertainment market is segmented by region into North America,

Europe, Asia Pacific, the Middle East & Africa, and Latin America. North America is expected to hold the largest market share of 35.3% in 2024, driven by early adoption of immersive technologies and the strong presence of key players like Google, Meta, Nvidia, Unity Technologies, and Microsoft. Europe and the Middle East & Africa are in the maturity phase, showing slower growth due to early investments in the sector. Asia Pacific is projected to grow at the highest CAGR of 27.5% during the forecast period, led by government initiatives and rapid adoption of immersive technologies in countries like India, China, Japan, and Singapore. India is expected to emerge as the region's largest market, supported by digital transformation and expanding use of AR, VR, and MR.

The 360 Quadrant maps the Location Based Entertainment Market companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Location Based Entertainment Market quadrant. The top criteria for product footprint evaluation included By Type (Systems, software, services.), By Venue (Amusement parks, theme parks, arcades, other venues.) By Applications (Gaming, immersive rides, cinematic experiences.)

### **Key Players:**

The report covers the profiles of major market players, such as Google (US), Meta (US), Microsoft (US), Nvidia (US), Unity Technologies (US), Sony Interactive Entertainment (US), Samsung (South Korea), Barco Electronic Systems (Belgium), Panasonic (Japan), Huawei Technologies (China), HQ Software (Estonia), HTC Vive (Taiwan), Niantic Inc. (US), Vicon Motion Systems (UK), Optitrack (US), Springboard VR (US), 4Experience (Poland), Hologate (Germany), Ultraleap (UK), Magic Leap (US), Shape Immersive (Canada), Camon (Argentina), KatVR (US), Virtuix (US), and Pico XR (US). These companies have adopted various strategies, such as acquisitions, business expansions, product launches, product enhancements, partnerships, agreements, and collaborations, to cater to the growing demand for location-based entertainment worldwide and strengthen their market position. These strategies have also been tracked and mentioned in the report.

### **Microsoft**

Microsoft is a leading force in the location-based entertainment market, standing out due to its comprehensive product range and strategic market leadership. With innovative offerings such as the HoloLens 2 and Mesh platforms, Microsoft has significantly contributed to the field of mixed reality. Its strategic partnerships, notably

with AT&T, highlight its commitment to enhancing immersive experiences and broadening its consumer reach. The company's robust market share is supported by a focus on delivering cutting-edge solutions that integrate seamlessly with existing digital ecosystems.

## **Meta**

Meta's position in the location-based entertainment market is reinforced by its significant investment in VR technologies, exemplified by the Meta Quest series. This line provides consumers with advanced mixed reality capabilities, strengthening Meta's foothold in this competitive market. By leveraging its vast product portfolio, Meta continuously upgrades its offerings to stay ahead in the innovation curve. The company's strategic focus on enhancing user experiences positions it as a key player in shaping the future of immersive entertainment.

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