

# **Location-based Entertainment Market by Systems (AR/VR, Projection Mapping, Interactive Gaming), Software (Content Management, Experience Design, Analytics & Monitoring), Application (Immersive Rides, Cinematic Experiences) - Global Forecast to 2029**

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## **Abstracts**

The Location-Based entertainment market was estimated to be USD 5.47 billion in 2024 to USD 15.33 billion by 2029 at a compound annual growth rate (CAGR) of 22.9%. The growth of LBE depends on several factors including improvements in holographic displays as well as spatial computing and motion tracking and AI-driven simulations that deliver highly immersive experiences. The transition from generic to individualized entertainment experiences drives up demand at amusement parks and themed attractions and digital experience centers. Advanced analytics and cloud-based content management systems and real-time monitoring capabilities enable businesses to optimize visitor interactions and business operations while increasing revenue. High-speed network adoption and IoT-based interactive installations create new ways for users to experience physical spaces. The market expansion gets a boost from investments in smart tourism and next-generation entertainment hubs. The use of AI-generated content coupled with adaptive storytelling allows businesses to develop distinct playable experiences that attract more consumers to LBE. For instance, Meow Wolf integrates sensor-based interactivity into its immersive art exhibitions and AREA15 in Las Vegas provides multi-sensory entertainment through mixed reality and large-scale projection technology.

“Based on System, The AR/VR systems are expected to have second largest market size during the forecast period.” AR/VR systems will dominate the market because they

provide highly immersive and interactive experiences. Organizations have started implementing these systems to boost customer involvement within entertainment centers and theme parks and retail settings. Market growth exists because of increasing use of head-mounted displays (HMDs) and haptic feedback technologies and spatial computing devices. Recent developments in 5G technology together with AI systems that personalize content have improved the delivery of AR/VR experiences while making them both more fluid and capable of mass scale deployment.

Location-Based VR arenas incorporating AI-powered avatars and real-time multiplayer interactions draw in more customers to their facilities. The combination of MR technologies within cultural institutions lets visitors experience interactive historical events firsthand. The boundaries of engagement continue to expand because of the advancements in full-body motion tracking and extended reality (XR) theme park rides. The sports and fitness industries use VR-based simulations to develop hyper-realistic training scenarios which benefit their operations. Metaverse-related applications expansion drives investments that position AR/VR system technology as market leaders in the LBE sector.

“Based on Services, The Professional Services will witness the highest growth during the forecast period.” Businesses will depend on professional services to dominate the market because they need expert consultation along with training and support to optimize their Location-Based entertainment (LBE) experiences. The range of services includes consulting & advisory, training & development, and support & maintenance, guaranteeing smooth integration with ongoing system efficiency. The market demands specialized expertise because immersive technologies, including AI-driven interactive environments, spatial computing, and sensor-based installations, continue to increase in complexity.

Large companies implementing projection mapping and AI-driven interactive projects need specialized consultation services to develop compelling visitor experiences. Theme parks and entertainment venues dedicate ongoing training programs to teach their staff how to operate advanced AR-based attractions and real-time analytics platforms. Periodic system updates and predictive maintenance services are essential for LBE operators to ensure operational continuity and maximize user engagement since the LBE market experiences rapid hardware and software changes. Data-driven personalized entertainment solutions have increased the market demand for professional services thus strengthening their position as market leaders.

“Based on Region, Asia Pacific's highest growth rate during the forecast period.”

The Asia Pacific region will experience the fastest expansion of LBE market operations because of increasing urbanization, growing consumer disposable income, and increasing entertainment demand. The leading countries in Asia Pacific, such as China, Japan, and South Korea, use advanced technologies such as AI-powered attractions, holographic entertainment, and multi-sensory installations to lead LBE development. The ongoing smart city developments alongside digital infrastructure growth across India and Southeast Asia provide perfect conditions for LBE market adoption.

Public authorities and private stakeholders dedicate resources to establish theme parks alongside VR gaming facilities and advanced movie theaters. China's strong metaverse initiative supports AR/VR adoption, while Japan's advanced integration of robotics and interactive park experiences improves visitor engagement. The interactive gaming culture of South Korea, together with its esports popularity, drives the market demand for advanced gaming facilities. Asia Pacific has become the fastest-growing market for Location-Based entertainment because its diverse consumer base grows alongside its middle class while smartphone penetration numbers rise.

#### Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level – 50%, D-level – 30%, and Others – 20%

By Region: North America – 38%, Europe – 15%, Asia Pacific – 35%, Middle East & Africa – 7%, and Latin America- 5%.

The major players in the Location-Based entertainment market include Microsoft (US), Google (US), Meta (US), NVIDIA (US), Unity Technologies (US), Sony Interactive Experiences (US), Samsung (South Korea), Barco Electronic System (Belgium), Panasonic (Japan), Huawei Technologies (China), HQ Software (Estonia), HTC Vive (Taiwan), Niantic (US), Vicon Motion Systems (UK), Optitrack (US), Springboard VR (US), 4Experience (Poland), Hologate (Germany), Ultraleap (UK), Magic Leap (US), Shape Immersive (Canada), Camon (Argentina), Kat VR (China), Virtuix (US), Pico (US), Illumix (US), Sandbox VR (US). These players have adopted various growth

strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their Location-Based entertainment market footprint.

## Research Coverage

The market study covers the Location-Based entertainment market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offering, venue, application, and region. The offerings include systems, software, and services. Systems comprise simulation-based attractions, holographic displays, and other interactive systems, while software includes content management, experience design, analytics, and monitoring tools. Services cover professional consulting, training, support, and managed services. Further, the venue segment consists of amusement parks, theme parks, arcades, and other entertainment venues. The applications encompass gaming, immersive rides, cinematic experiences, and other interactive entertainment formats. The regional analysis of the Location-Based entertainment market covers North America, Europe, Asia Pacific, the Middle East & Africa, and Latin America. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

## Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global Location-Based entertainment market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

1. Analysis of key drivers (advancements in AR and VR technologies, rising consumer spending power, rising demand for social and shared experiences, and integration of AR and ML technologies), restraints (limited scalability of LBE business, high upfront cost, and impact of weather dependency), opportunities (increase in live events and performances, rising popularity of wearables such as fitness trackers and smartwatches, collaboration with brands and events), and challenges (regulatory

requirement at local, state, and federal levels, necessity for consistent content updates, and limited appeal) influencing the growth of the Location-Based entertainment market.

2. **Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the Location-Based entertainment market.

3. **Market Development:** Comprehensive information about lucrative markets – the report analyses the Location-Based entertainment market across various regions.

4. **Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the Location-Based entertainment market.

5. **Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players Microsoft (US), Google (US), Meta (US), NVIDIA (US), Unity Technologies (US), Sony Interactive Experiences (US), Samsung (South Korea), Barco Electronic System (Belgium), Panasonic (Japan), Huawei Technologies (China), HQ Software (Estonia), HTC Vive (Taiwan), Niantic (US), Vicon Motion Systems (UK), Optitrack (US), Springboard VR (US), 4Experience (Poland), Hologate (Germany), Ultraleap (UK), Magic Leap (US), Shape Immersive (Canada), Camon (Argentina), Kat VR (China), Virtuix (US), Pico (US), Illumix (US), Sandbox VR (US).

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