

Bowling Centers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Bowling Centers Market size is estimated at USD 18.81 billion in 2024, and is expected to reach USD 22.85 billion by 2028, growing at a CAGR of 3.97% during the forecast period (2024-2028).

The global bowling center market is expanding due to the increasing disposable income and the growing young population. Changing customer preferences are driving the market. In recent years, bowling centers have emerged as family entertainment centers, with people spending their leisure time in the activity.

Post-pandemic, developed countries such as the United States have observed a continuous rise in the market size of the bowling center industry, with an increasing number of people preferring to spend their leisure time in bowling activities. The share of the population participating in outdoor activities has been observed to increase continuously, especially with Gen Z and Millennials.

Globally, companies are embracing technological innovations to enhance visitor experiences. Augmented reality and virtual reality are integrated into bowling and other games to offer an immersive and interactive adventure. These factors help the companies gain a higher market share, positively impacting the growth of the global bowling market. Players are opening new branches to capture all the potential markets across various regions globally.

Bowling Centers Market Trends

Population Above 18 Years Drives the Market

Bowling is predominantly popular among adults and young adults, making the above 18-year-old population the primary target demographic for bowling alleys and entertainment centers. Adults above 18 typically have more disposable income than younger age groups, allowing them to afford leisure activities like bowling and spend on food, drinks, and other amenities offered at bowling alleys.

Disposable income is a crucial factor driving the bowling center market across various regions. Consumers are ready to pay for premium experiences, such as VIP tickets, as their disposable income increases. With more disposable income, visitors are spending more on merchandise and food, driving the growth of the retail and dining sector within bowling centers.

North America is the Fastest Growing Bowling Market

The young population is growing across various regions globally, such as North America. North America is witnessing a steady growth of indoor competitive games such as bowling, mini golf, and others.

Primarily, young populations are attracted to such games. Bowling is becoming popular among young people from various regions worldwide. Populations aged between 18 and 30 are observed to be more interested in bowling alleys to socialize and spend time with friends and family.

Youngsters make up 14% of the total population in North America, which is expected to increase further in the coming years.

Bowling Centers Industry Overview

The bowling center market is moderately fragmented in nature. Key players in the market are adopting creative and innovative strategies to expand their market share and increase their grip on the regional presence in the market. The adoption of new strategies has also attracted more customers, offering them better value. Some of the key players in the market are Hollywood Bowl Group PLC, Bowlero Corp, Ten Entertainment Group PLC, Brunswick Bowling Product LLC, and Pinstripes.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Contents

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Increasing Disposable Income Across the Globe
 - 4.2.2 Increasing Modernization of Bowling Centers Drives the Market
- 4.3 Market Restraints
 - 4.3.1 High Maintenance and Operational Cost Restraints the Growth of the Market
- 4.4 Market Opportunities
 - 4.4.1 League and Tournaments can Act as an Opportunity for Growth
 - 4.4.2 Integrated VR and AI will Enhance the Customer Experience
- 4.5 Industry Value Chain Analysis
- 4.6 Industry Attractiveness - Porters' Five Forces Analysis
 - 4.6.1 Threat of New Entrants
 - 4.6.2 Bargaining Power of Buyers
 - 4.6.3 Bargaining Power of Suppliers
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights into Technological Innovation in the Market.
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Type of Lane
 - 5.1.1 Wooden Lane
 - 5.1.2 Synthetic Lane
 - 5.1.3 Guardian Lane
- 5.2 By Target Audience

- 5.2.1 Above 18 Years
- 5.2.2 Below 18 Years
- 5.3 By Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.2 Asia-Pacific
 - 5.3.2.1 India
 - 5.3.2.2 China
 - 5.3.2.3 Japan
 - 5.3.2.4 Australia
 - 5.3.2.5 Rest of Asia-Pacific
 - 5.3.3 Europe
 - 5.3.3.1 United Kingdom
 - 5.3.3.2 Germany
 - 5.3.3.3 France
 - 5.3.3.4 Russia
 - 5.3.3.5 Italy
 - 5.3.3.6 Spain
 - 5.3.3.7 Rest of Europe
 - 5.3.4 Middle East and Africa
 - 5.3.4.1 United Arab Emirates
 - 5.3.4.2 South Africa
 - 5.3.4.3 Rest of Middle East and Africa
 - 5.3.5 South America
 - 5.3.5.1 Brazil
 - 5.3.5.2 Argentina
 - 5.3.5.3 Rest of South America

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Hollywood Bowl Group PLC
 - 6.2.2 Bowlero Corp
 - 6.2.3 Ten Entertainment Group PLC
 - 6.2.4 Brunswick Bowling Product LLC
 - 6.2.5 AMF Bowling
 - 6.2.6 Pinstripes

6.2.7 Dubai international Bowling Centre

6.2.8 TwelveStrike

6.2.9 Whitestone Lanes

6.2.10 Other Companies*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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