

# **Saudi Arabia Family Entertainment Centers Market By Visitor Demographic (Young adults 19-25, Adults >25, Families with Children 0-9, Families with Children 9-12, Teenagers), By Facility Size (10,000-20,000, >40,000 Sq Feet,**

## **Abstracts**

### Market Overview

The Saudi Arabia Family Entertainment Centers (FECs) Market was valued at USD 2.34 Billion in 2024 and is projected to reach USD 4.29 Billion by 2030, growing at a CAGR of 10.63% during the forecast period. This growth is underpinned by rising disposable incomes, particularly among the youth, and a growing appetite for recreational and leisure experiences. Urbanization and the development of shopping malls and mixed-use complexes in key cities like Riyadh and Jeddah are expanding access to entertainment venues. In line with the Vision 2030 initiative, the Saudi government's push to diversify the economy and invest in entertainment and tourism is reinforcing the development of family-centric recreational facilities. With the emphasis on boosting domestic tourism and enhancing quality of life, FECs that offer a range of experiences—from arcades and VR zones to educational and interactive attractions—are increasingly in demand.

### Key Market Drivers

#### Rising Tourism Industry

The expansion of Saudi Arabia's tourism industry is a key driver propelling growth in the FEC market. As of 2022, the Kingdom recorded approximately 18 million international tourist arrivals, reflecting a significant post-pandemic rebound. This surge is supported by Vision 2030, which prioritizes the development of the tourism and entertainment sectors through substantial infrastructure investments. New theme parks, retail complexes, and mixed-use developments are being launched to cater to both residents and tourists. FECs are gaining popularity as preferred destinations for family-friendly entertainment, offering a variety of activities suited for a wide demographic. The growing number of tourists and a young, affluent population are contributing to a thriving entertainment landscape, with FECs becoming an integral part of leisure offerings in the Kingdom.

## Key Market Challenges

### High Capital Investment

The requirement for significant capital investment poses a major challenge in the development and expansion of FECs in Saudi Arabia. Establishing modern entertainment centers involves high costs for land acquisition, infrastructure development, and the integration of advanced technologies such as VR and motion simulation. These costs create barriers to entry for smaller players and limit the scalability of existing operators. Additionally, the need for regular upgrades to maintain consumer interest further increases financial pressure. Market uncertainties, such as fluctuating oil revenues and broader economic shifts, can impact consumer spending patterns, influencing the profitability of FECs. Sustaining operations while remaining competitive in a market characterized by rapid innovation adds to the investment burden for industry players.

## Key Market Trends

### Youth-Centric Focus

A prominent trend shaping the Saudi Arabia FEC market is the growing focus on youth-oriented entertainment. With over 60% of the population under the age of 35, demand is surging for interactive, high-tech, and immersive entertainment experiences. FECs are increasingly incorporating VR, AR, and esports attractions to cater to tech-savvy teenagers and young adults. This demographic shift is also influencing the design and layout of entertainment centers, with zones dedicated to competitive gaming, digital experiences, and themed environments. The government's support for liberalizing the entertainment sector, such as lifting restrictions on cinemas and concerts, along with the role of the General Entertainment Authority (GEA), is enabling the growth of dynamic and youth-centric recreational infrastructure across the Kingdom.

## Key Market Players

Dave and Buster's, Inc.

Smaaash Entertainment Private Limited

KidZania Operations S.A.R.L.

Landmark Leisure LLC

Merlin Entertainments Limited

Disney DTC LLC

Six Flags Entertainment Corporation

SeaWorld Parks & Entertainment, Inc.

Great Wolf Resorts, Inc.

Round1 Entertainment Inc

#### Report Scope:

In this report, the Saudi Arabia Family Entertainment Centers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Saudi Arabia Family Entertainment Centers Market, By Visitor Demographic:

Young adults 19–25

Adults >25

Families with Children 0–9

Families with Children 9–12

Teenagers

#### Saudi Arabia Family Entertainment Centers Market, By Facility Size:

<5,000 Sq Feet

5,000–10,000 Sq Feet

10,000–20,000 Sq Feet

20,001–40,000 Sq Feet

\$\$\$40,000 Sq Feet

Saudi Arabia Family Entertainment Centers Market, By Revenue Source:

Entry Fees & Ticket Sales

Advertising

Food & Beverages

Merchandising

Saudi Arabia Family Entertainment Centers Market, By Type:

Children's Entertainment Centers (CECs)

Children's Edutainment Centers (CEDCs)

Adult Entertainment Centers (AECs)

Location-Based VR Entertainment Centers (LBECs)

Saudi Arabia Family Entertainment Centers Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

*Saudi Arabia Family Entertainment Centers Market By Visitor Demographic (Young adults 19-25, Adults >25, Famil...*

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Family Entertainment Centers Market.

Available Customizations:

Saudi Arabia Family Entertainment Centers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. SAUDI ARABIA FAMILY ENTERTAINMENT CENTERS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Visitor Demographic (Young adults 19-25, Adults >25, Families with Children 0-9, Families with Children 9-12, Teenagers)

5.2.2. By Facility Size (10,000-20,000, >40,000 Sq Feet,

## I would like to order

Product name: Saudi Arabia Family Entertainment Centers Market By Visitor Demographic (Young adults 19-25, Adults >25, Families with Children 0-9, Families with Children 9-12, Teenagers), By Facility Size (10,000-20,000, >40,000 Sq Feet, <5000 Sq Feet, 5,000-10,000 Sq Feet, 20,001-40,000 Sq Feet), By Revenue Source (Entry Fees & Ticket Sales, Advertising, Food & Beverages, Merchandising), By Type (Children's Entertainment Centers (CECs), Children's Edutainment Centers (CEDCs), Adult Entertainment Centers (AECs), Location-based VR Entertainment Centers (LBECs)), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/S2C89D44C7ACEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S2C89D44C7ACEN.html>