

From Strategy to Execution: Location-Based Entertainment Market Insights 2024

*The Business Research Company's
Location-Based Entertainment Global
Market Report 2024 – Market Size,
Trends, And Global Forecast 2024-2033*

LANDON, GREATER LONDON, UK, June 19, 2024 /EINPresswire.com/ -- The [location-based entertainment market](#) has seen exponential growth, projected to increase from \$3.05 billion in 2023 to \$3.86 billion in 2024, reflecting a compound annual growth rate (CAGR) of 26.4%. Factors contributing to this growth include pop culture tie-ins, social media influence, urbanization trends, and the rise in experiential spending.



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Integration of Advanced Technologies Drives Market Growth

The market is expected to continue its rapid expansion, reaching \$9.91 billion by 2028 with a CAGR of 26.6%. This growth is fueled by advancements such as artificial intelligence integration, expansion into emerging markets, sustainability initiatives, cross-industry collaborations, and the evolution towards hybrid experiences. Key trends include the adoption of augmented reality (AR), immersive

VR experiences, interactive attractions, and technological advancements.

Explore the global location-based entertainment market with a detailed sample report:
https://www.thebusinessresearchcompany.com/sample_request?id=15412&type=smp

Major Players and Innovations

Leading companies such as Google LLC, Meta Platforms Inc., and Sony Interactive Entertainment LLC are actively innovating in the LBE sector. They are leveraging technologies like advanced VR to enhance immersive experiences and attract a broader audience. For example, Shanghai Disney Resort introduced SoReal VR SuperSpace, enhancing visitor engagement with immersive

VR experiences.

Market Segments

1. Offerings: Hardware, Software, Services
2. Technology: 2 Dimensional (2D), 3 Dimensional (3D), Cloud Merged Reality (CMR)
3. End-Use: Amusement Parks, Arcade Studios, 4D Films

Regional Insights: Asia-Pacific Leading Growth

North America dominated the market in 2023, while Asia-Pacific is expected to emerge as the fastest-growing region. Detailed regional dynamics and growth opportunities are covered in the comprehensive market report.

Access the complete report for an in-depth analysis of the location-based entertainment market: <https://www.thebusinessresearchcompany.com/report/location-based-entertainment-global-market-report>

Location-Based Entertainment Global Market Report 2024 from TBRC covers the following information:

1. Market size data for the forecast period: Historical and Future
2. Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
3. Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Location-Based Entertainment Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [location-based entertainment market size](#), location-based entertainment market drivers and trends, location-based entertainment market major players, competitors' revenues, market positioning, and market growth across geographies. The location-based entertainment market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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