

UK Family Indoor Entertainment Centers Market to Observe Highest Growth of USD \$2,723.37 Billion

Rise in the use of various promotional strategies and offers such as loyalty programs drives the growth of the UK family/indoor entertainment centers market

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EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[UK Family/ Indoor Entertainment Centers Market](#)" by Visitor Demographic, Facility Size, Revenue Source, Application and Type:

Global Opportunity Analysis and Industry Forecast, 2022–2031," The UK family/ indoor entertainment centers market size was valued at \$857.64 billion in 2021, and is projected to reach \$2,723.37 million by 2031, growing at a CAGR of 12.6% from 2022 to 2031.

A family entertainment center, commonly referred to as an indoor amusement park, family amusement center, family fun center, or simply fun center in the entertainment industry, which seems to be a small amusement park targeted towards families with young children through teens and is frequently totally inside. In addition, family/indoor amusement parks have some fewer attractions, are smaller than full-scale amusement parks, and charge customers less per hour for every individual than a typical amusement park.

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Furthermore, Continuous launch of new FECs supporting family activities, Food and Beverage (F&B) integration, and participatory play coupled with increase in number of malls are enhancing the growth of the market. In addition, presence of significant target population and rise in per capita disposable income, along with rise in use of various promotional strategies and offers such as loyalty programs is contributing in the growth of the UK family/ indoor entertainment



UK Family/ Indoor Entertainment Centers Market

centers market.

However, increase in ticket prices and rise in popularity of home and mobile gaming limits the growth of this market. Conversely, addition of new games and ongoing innovation in technology and changing preferences of customers for celebrating occasions are anticipated to provide variety of opportunities for the expansion of the market during the forecast period.

By facility size, the 1 to 10 acres segment accounted for more than one-fourth of the UK Family/Indoor Entertainment Centers market revenue in 2021 and is projected to retain the lion's share by 2031. This is due to the fact that large number of FECs were constructed in the UK region. FECs of such huge size is usually developed as theme parks or amusement parks, which is one of the major contributors toward market growth. On the other hand, 10001 To 20000 Sq Ft segment would showcase the fastest CAGR of 15.7% throughout the forecast period. Rise in number of indoor family entertainment centers integrated with arcades, restaurants, and music drives the growth of the market. To cater to increasing needs of local audience, number of key players are developing FECs that range between 10,001 sq. ft. and 20,000 sq. ft., which is opportunistic for the market.

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By revenue source, the entry fees & ticket sales segment contributed to the highest share in 2021, accounting for around two-fifths of the UK family/indoor entertainment centers market revenue. This is attributed owing to the growing adoption of corporate strategy to advance business strategies and growth of fun activities in every other part of family entertainment centers.

Depending on the visitor demographic, the teenager (13-19) segment dominated the UK family/indoor entertainment centers market share in 2021 and is expected to continue this trend during the forecast period, as most of the entertainment organizations are providing the solutions for the kids and for teenagers, which helps in expanding the growth outlook of the teenager (13-19) segment. However, the families with children [9-12] segment is expected to witness the highest growth in the upcoming years, owing to the growing focus on improving the family's experience in park, which drives the segment growth in this country.

The UK family/ indoor entertainment centers market was immensely impacted by the outbreak of COVID-19 as consumers are fast migrating to internet platforms. Due to the COVID-19 pandemic, intensive controls were put in place to prevent the pandemic from spreading. Individual's habits have been changed by the COVID-19 measures and restrictions imposed such as social distance and lockdown measures.

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These unexpected changes created a significant impact on entertainment sector. Many activity facilities, including arcade studios, gaming areas, and fitness centers, were shut down as a result of the lockdown measures put in place during the -19 outbreak in order to stop the spread of cross-contamination. This had a detrimental impact on sales overall. This factors directly influencing market growth all over the country.

KEY FINDINGS OF THE STUDY

1. By application, the AR and VR gaming zones segment accounted for the largest UK family/ indoor entertainment centers market share in 2021.
2. On the basis of visitor demographic, the teenager (13-19) segment generated the highest revenue in 2021.

The UK family/ indoor entertainment centers market is dominated by key players such as Fun Farm Lincoln Family Entertainment Centre, Genesis Centre, Hunstanton Pier KidZania, LEGOLAND, Richardson's Family Entertainment Centre, Superbowl UK Tenpin, The Walt Disney Company and Time Twisters. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

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