

# Location-Based VR Entertainment Market Set to Soar at 27.1% CAGR, Reaching US\$ 42.86 Billion by 2034

*Physical and Virtual Experiences in Combination Creating Opportunities for Social Interaction Making Location-Based VR Entertainment Popular: Fact.MR Report*

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Based on the newly published report by Fact.MR, a market research and competitive intelligence provider, the global [location-based VR entertainment market](#)

is evaluated to reach US\$ 3.89 billion in 2024. The market is further forecasted to progress at a CAGR of 27.1% between 2024 and 2034.

Demand for location-based virtual reality (LBVR) entertainment is experiencing unprecedented growth, driven by its diverse applications across several sectors. From theme parks introducing immersive VR attractions to corporate training centers utilizing virtual simulations, LBVR is revolutionizing how people interact with digital content in physical spaces.

Major cities worldwide are witnessing a surge in VR arcades and entertainment centers, offering experiences ranging from virtual sports to interactive storytelling adventures. The technology's versatility has expanded beyond gaming, finding crucial applications in education, healthcare, and professional training. Several museums are incorporating LBVR to create interactive historical experiences, while medical facilities use it for rehabilitation programs.

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The Market's growth is further fueled by advances in haptic feedback technology and motion tracking systems, enabling more realistic and engaging experiences. Industry analysts project continued expansion as businesses recognize LBVR's potential to transform customer experiences and professional development while maximizing their physical space utilization.



## Key Takeaways from Market Study

The global location-based VR entertainment market is projected to reach a valuation of US\$ 42.86 billion by the end of 2034. The market in North America is evaluated to progress at a CAGR of 27.4% through 2034.

The East Asian market for location-based VR entertainment is projected to expand at a CAGR of 28.3% from 2024 to 2034. Demand for VR entertainment in Canada is forecasted to rise at a CAGR of 28.1% through 2034.

The market in South Korea is forecasted to progress at a CAGR of 29.2% in East Asia through 2034. Sales of 4D films are approximated to increase at a CAGR of 27.3% from 2024 to 2034.

“Several businesses are maximizing revenue from physical space by offering multiple virtual experiences from the same location, leading to escalating popularity for VR entertainment,” says a Fact.MR analyst.

## Key Players Constantly Working on Adding New Features to Keep up With Market Pace

Some of the leading market players in the location-based virtual reality (LBVR) entertainment industry are rapidly innovating to meet evolving consumer demands and stay competitive. Companies, such as The VOID, Zero Latency, and Sandbox VR are introducing groundbreaking features, including full-body haptic suits, environmental effects, and multiplayer capabilities that enhance immersion and social interaction.

Recent innovations include advanced motion tracking systems that enable users to see their entire bodies in VR, temperature-controlled environments that match virtual scenarios, and sophisticated props with precise haptic feedback. Companies are also developing hybrid experiences that blend virtual reality with physical sets and actors, creating uniquely immersive storytelling opportunities.

The integration of artificial intelligence has enabled more dynamic and personalized experiences, while improvements in wireless technology have eliminated cumbersome cables. These technological advancements, combined with expanding content libraries and cross-platform compatibility, are driving increased consumer interest and market growth, making LBVR more accessible and appealing to a broader audience.

## Consumers Appreciating the Idea of AR and VR Parks

Today's consumers seek out a variety of entertainment options and are increasing their expenditures. Due to the growing popularity of AR and VR, they are paying money to play games at VR parks. According to industry estimates, consumers would spend USD 844 million on virtual

reality entertainment in 2023.

Subscriptions to amusement parks that offer a completely immersive experience are also being bought by consumers. With an emphasis on offering their customers top-notch content through theme parks, escape rooms, gaming establishments, and other location-based entertainment alternatives, industry participants are creating content that is suitable for both adults and children.

As said in the location-based VR entertainment market perspective, a number of firms are collaborating and forging partnerships in order to reach a larger audience and attract new ones. Collaborations can take many different forms, including co-branded events or joint marketing campaigns.

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### Evaluation by Country

Due to consumers' increasing discretionary income, which enables them to spend more on amusement, the entertainment sector is doing well. One of the main causes of the growing popularity of VR goods in industrialized nations like the US, Canada, and Japan is this characteristic. It is anticipated that the US market would account for a sizeable portion of North America's location-based VR entertainment industry.

The extensive use of virtual reality (VR) and augmented reality (AR) in the entertainment and gaming sectors is the main driver of the market's notable expansion in the United States. By offering immersive experiences that engage people in a variety of ways that traditional media cannot, these technologies revolutionized the creation and consumption of information.

Explore More Studies Published by Fact.MR Research:

[Healthcare AR VR Market](#) The worldwide healthcare AR VR market is expected to grow at a compound annual growth rate (CAGR) of 18.2%, from a 2024 valuation of US\$2.8 billion to a 2034-emd valuation of US\$14.85 billion.

[3D Machine Vision Market](#) The global market for 3D machine vision is expected to grow at an outstanding compound annual growth rate (CAGR) of 9.6% from 2023 to 2033, from its estimated value of US\$ 2 billion in 2023 to US\$ 5 billion by 2033.

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