

Location-Based Entertainment Market to USD 31.1 Billion by 2032 | SNS Insider

The Location-Based Entertainment Market was valued at USD 4 Bn in 2023 and is projected to reach USD 31.1 Bn by 2032, growing at a 25.6% CAGR from 2024-2032.

AUSTIN, TX, UNITED STATES, February 18, 2025 /EINPresswire.com/ -- The SNS Insider report indicates that the [Location-Based Entertainment Market](#) size was valued at USD 4.0 billion in 2023 and is estimated to reach USD

31.1 billion by 2032, growing at a CAGR of 25.6% from 2024-2032. Location-based entertainment is experiencing rapid growth, driven by the increasing consumer preference for immersive and interactive experiences that blend the virtual and physical worlds.

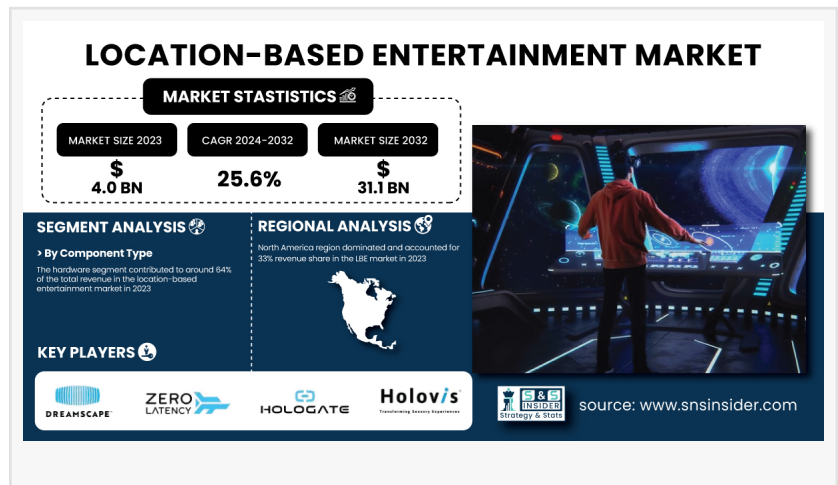
Get Sample Copy of Report: <https://www.snsinsider.com/sample-request/4687>

Some of Major Keyplayers:

- The VOID – [Hyper-Reality Experience, Star Wars: Secrets of the Empire]
- Dreamscape Immersive – [Alien Zoo, The Blu: Deep Rescue]
- Spaces, Inc. – [Terminator Salvation: Fight for the Future, Virtual Reality Arena]
- Zero Latency – [Undead Arena, Singularity]
- Tyffon Inc. – [Tyffonium Shibuya, Corridor of the Mirror]
- Hologate – [Simurai, Cold Clash]
- Illuminarium Experiences – [WILD Safari Experience, SPACE: A Journey to the Moon]
- Nomadic – [Arizona Sunshine, The House of the Dead]
- Holovis International Ltd. – [Immersive Theaters, DomeVR]
- VRstudios – [VRcade Arena, PowerPlay]

By Component Type: Dominating Hardware and Fastest-Growing Software

The hardware segment dominated the market and accounted for a significant revenue share in



2023, due to rising demand for VR headsets, motion tracking systems, immersive displays, or projectors which makes the experience to users attractive and may attract customers for physical devices. These hardware solutions are the foundation of interactive foreground for amusement parks, arcades, and museums.

The software segment is expected to grow the fastest, driven by burgeoning augmented reality, virtual reality, and cloud-based content management solutions. Software innovations play a key role for boosting user interaction and personalization of location-based experiences and therefore driving the growth in this segment.

By Technology: 3D Technology Leads, While Cloud Merged Reality Grows Rapidly

3D content dominated the market and accounted for a significant revenue share in 2023 because 3D is an important part of any location-based entertainment offering that is trying to provide a realistic, immersive experience. Its applications are wide across different venues, from interactive exhibits to 3D virtual tours.

Cloud-merged reality is experiencing rapid growth in terms of CAGR during the forecast period, leveraging cloud computing and AR/VR technologies to deliver scalable and accessible entertainment. Azure is one of the technologies behind this as it allows for the distribution of content without dependency on local hardware and great potential for innovation and worldwide exposure for LBE solutions.

By End-Use: Amusement Parks Dominate, Arcade Studios Thrive

The amusement parks segment dominated the market and accounted for a significant revenue share in 2023, as continuous investment in immersive attractions VR and AR-enabled rides, virtual reality experiences, and interactive displays is expected to be seen throughout the forecasted time. The investments are vital for securing the larger share of the traveling public, and customer satisfaction.

The arcade studios are being propelled by booming demand for next-gen gaming experiences. The design of the arcade is being reshaped as a segment of location-based entertainment in a rapid upward growth phase – however, the arcade studio where immersive, interactive technology is deployed to successfully recompile behavior within the arena of the game.

Location-Based Entertainment Market Segmentation:

By Component Type

- Hardware
- Software

By Technology

- 2 Dimensional (2D)
- 3 Dimensional (3D)
- Cloud Merged Reality

By End-use

- Amusement Parks
- Arcade Studios
- 4D films

Enquiry Before Buy this Report: <https://www.snsinsider.com/enquiry/4687>

Regional Development: North America Dominates, Asia Pacific Registers Fastest CAGR

North America dominates the Location-Based Entertainment Market, primarily driven by the high adoption of advanced entertainment technologies in the United States and Canada. The region's strong infrastructure, technological innovation, and substantial investments in immersive experiences such as VR and AR are key factors contributing to its leadership.

Asia Pacific is expected to register the fastest CAGR, spurred by the increasing demand for interactive and immersive entertainment in countries like China, Japan, and South Korea. The region's growing technological advancements and large consumer base make it an attractive market for location-based entertainment solutions.

Recent Developments in the Location-Based Entertainment Market

- In March 2024, announced the integration of augmented reality-based entertainment features into its vehicle infotainment systems. The new technology is designed to provide an enhanced passenger experience, incorporating games, educational content, and immersive storytelling for long-distance travelers. The integration of location-based entertainment solutions will enhance customer satisfaction, making GM's vehicles stand out in the competitive automotive market.
- In February 2024, unveiled a location-based entertainment initiative at its industrial manufacturing facility, using augmented reality and interactive screens to provide employees with hands-on training simulations. This cutting-edge solution aims to improve manufacturing efficiency, reduce human error, and make learning more engaging for workers on the factory floor. It represents a major step in utilizing location-based entertainment technologies to enhance operational outcomes in manufacturing.

Access Complete Report: <https://www.snsinsider.com/reports/location-based-entertainment-market-4687>

Table of Content:

1. Introduction
2. Executive Summary
3. Research Methodology
4. Market Dynamics Impact Analysis
5. Statistical Insights and Trends Reporting
6. Competitive Landscape
7. Location-Based Entertainment Market Segmentation, By Component Type
8. Location-Based Entertainment Market Segmentation, By Technology
9. Location-Based Entertainment Market Segmentation, By End-use
10. Regional Analysis
11. Company Profiles
12. Use Cases and Best Practices
13. Conclusion

About Us:

SNS Insider is one of the leading market research and consulting agencies that dominates the market research industry globally. Our company's aim is to give clients the knowledge they require in order to function in changing circumstances. In order to give you current, accurate market data, consumer insights, and opinions so that you can make decisions with confidence, we employ a variety of techniques, including surveys, video talks, and focus groups around the world.

Akash Anand

SNS Insider | Strategy and Stats

+1 415-230-0044

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/787007287>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.