

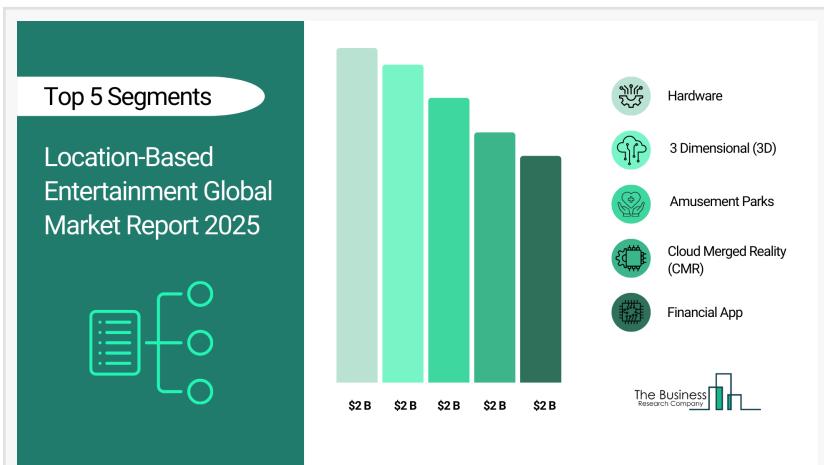
# Location-Based Entertainment Market In 2029

*The Business Research Company's Location-Based Entertainment Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED KINGDOM, December 24, 2025 /EINPresswire.com/ -- [Location-Based Entertainment Market](#) to Surpass \$12 billion in 2029. In comparison, the Family/Indoor Entertainment Centers market, which is considered as its parent market, is expected to be approximately \$68 billion by 2029, with Location-Based Entertainment to represent around 18% of the parent market. Within the broader Recreation industry, which is expected to be \$2,120 billion by 2029, the Location-Based Entertainment market is estimated to account for nearly 1% of the total market value.

Which Will Be the Biggest Region in the Location-Based Entertainment Market in 2029

Asia Pacific will be the largest region in the location-based entertainment market in 2029, valued at \$4,266 million. The market is expected to grow from \$1,021 million in 2024 at a compound annual growth rate (CAGR) of 33%. The exponential growth can be attributed to the growing number expansions not only in theme parks but also for arcade studios in the region. In addition, government



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Location-Based Entertainment Market Size

initiatives to foster tourism and entertainment industry is also expected to drive the market demand in the region.

**Which Will Be The Largest Country In The Global Location-Based Entertainment Market In 2029?**  
The USA will be the largest country in the location-based entertainment market in 2029, valued at \$2,867 million. The market is expected to grow from \$1,174 million in 2024 at a compound annual growth rate (CAGR) of 20%. The rapid growth can be attributed to the strategic collaborations in the USA region. This will help the market players to consolidate and present better offerings to visitors.

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**What will be Largest Segment in the Location-Based Entertainment Market in 2029?**  
The location-based entertainment market is segmented by offerings into hardware, software, and services. The software market will be the largest segment of the location-based entertainment market segmented by offerings, accounting for 38% or \$4,552 million of the total in 2029. The software market will be supported by the growing demand for personalized and engaging experiences. With growing emphasis on immersive experiences, interactive content, and gamifications that helps operators to differentiate offerings; a sophisticated software is a key contributor towards achieving the same. In addition, innovative approaches including online booking, mobile based application development and real time analytics are key to the growth of this segment. A sophisticated software provides seamless integration for more immersive experiences for the users.

The location-based entertainment market is segmented by technology into 2 Dimensional (2D), 3 dimensional (3D), and cloud merged reality (CMR). The cloud merged reality (CMR) market will be the largest segment of the location-based entertainment market segmented by technology, accounting for 57% or \$6,819 million of the total in 2029. The cloud merged reality (CMR) market will be supported by the demand for innovative, and hybrid experiences that combine digital as well as physical elements. This enables the integration of real-time data processing, high-performance computing, and multiplayer scenarios. Users can access high-quality AR/VR content remotely via cloud servers, rather than relying on local hardware resources. Furthermore, the scalability and flexibility of cloud-based solutions allow operators to continuously update and modify experiences, supporting ongoing consumer interest and driving future growth in this dynamic industry. In addition to this, Cloud-based systems eliminate the need for extensive on-site computer capacity, allowing LBE locations to expand their capabilities with little investment in physical infrastructure.

The location-based entertainment market is segmented by end-use into amusement parks, arcade studios, and 4D films. The amusement parks market will be the largest segment of the location-based entertainment market segmented by end-use, accounting for 40% or \$4,814 million of the total in 2029. The amusement parks market will be supported by the existing

infrastructure, widespread appeal, and ability to revive based on the technological advancements with integrations between physical and virtual worlds. These locations attract significant volume of users with wide range of offerings across demographics. Factors including continuous adoptions and integrations of new technologies and physical elements and seasonal attractions drive significant traffics. Moreover, continuous revival and integration of new technologies allows these parks to stay relevant in the global LBE market. These centers are generally considered key contributors to the growth of tourism industry in the country.

What is the expected CAGR for the Location-Based Entertainment Market leading up to 2029? The expected CAGR for the location-based entertainment market leading up to 2029 is 25%.

What Will Be The Growth Driving Factors In The Global Location-Based Entertainment Market In The Forecast Period? The rapid growth of the global location-based entertainment market leading up to 2029 will be driven by the following key factors that are expected to reshape customer engagement, immersive experience delivery, and venue operational models across the entertainment and leisure industry.

**Strategic Partnerships and Intellectual Property (IP) Collaborations** - The increasing emphasis on intellectual property (IP) collaborations will become a key driver of growth in the location-based entertainment market by 2029. Enhancing content appeal, expanding reach, and improving customer engagement. Collaborating with popular IPs—such as movies, video games, or brands—helps LBE providers attract larger audiences through familiar and immersive experiences. As a result, the growing deployment of intellectual property (IP) collaborations is anticipated to contributing to a 2.0% annual growth in the market.

**Expansion and development of the new parks** - The growing focus on development of the new parks will emerge as a major factor driving the expansion of the location-based entertainment market by 2029. Increasing accessibility, enhancing visitor experiences, and meeting growing consumer demand for immersive, in-person entertainment. Consequently, the accelerating adoption of development of the new parks capabilities is projected to contributing to a 1.5% annual growth in the market.

**Technology Advancements and Innovative Attractions** - The expanding integration of advancements and innovative attractions processes will serve as a key growth catalyst for the location-based entertainment market by 2029. Universal's forthcoming Epic Universe theme park will include a new Harry Potter-themed area based on the ""Fantastic Beasts"" films, Super Mario Bros., and How to Train Your Dragon attractions. The Ministry of Magic ride, a technologically innovative and highly anticipated attraction, will serve as the centrepiece. Therefore, this growing integration of advancements and innovative attractions operations is projected to supporting to a 2.0% annual growth in the market.

Access the detailed Location-Based Entertainment Market report here:

<https://www.thebusinessresearchcompany.com/report/location-based-entertainment-global->

## market-report

What Are The Key Growth Opportunities In The Location-Based Entertainment Market in 2029? The most significant growth opportunities are anticipated in the cloud merged reality for location-based entertainment market, the location-based entertainment software market, and the arcade-studios location-based entertainment market. Collectively, these segments are projected to contribute over \$12 billion in market value by 2029, driven by advances in immersive technologies, enhanced customer engagement experiences, and the growing integration of digital and physical entertainment venues. This surge reflects the accelerating adoption of interactive, cloud-enabled, and mixed-reality solutions that enable highly engaging, personalized experiences, fueling transformative growth within the broader location-based entertainment and amusement industry.

The cloud merged reality for location-based entertainment market is projected to grow by \$5,557 million, the location-based entertainment software market by \$3,512 million, and the arcade-studios location-based entertainment market by \$3,225 million over the next five years from 2024 to 2029.

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