Europe Amusement Park Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Amusement Parks, Attractions & Recreation (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/europe-amusement-parks-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 28.33 billion
Projected Forecast (2031)	USD 28.33 billion
Growth Rate (CAGR)	4.58 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

`![Major players in Europe Amusement Park industry](images/chart_2.png)`

`![Europe Amusement Park Market Summary](images/chart_3.png)`

`![The Europe Amusement Park Market : Market Share by Rides, 2025](images/chart_4.png)`

`![The Europe Amusement Park Market : Market Share by Age Group, 2025](images/chart_5.png)`

`![Europe Amusement Parks Market Concentration](images/chart_6.png)`

`![footer background image](images/chart_9.png)`

`![Mordor Intelligence on Facebook](images/chart_11.svg)`

`![Mordor Intelligence on Pinterest](images/chart_13.svg)`

`![Mordor Intelligence on Instagram](images/chart_14.svg)`

`![ESOMAR](images/chart_16.png)`

`![GPTW](images/chart_18.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 27.09 Billion |
Market Size (2026) | USD 28.33 Billion |
Market Size (2031) | USD 35.47 Billion |
Growth Rate (2026 - 2031) | 4.58 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Europe Amusement Park Market Analysis by Mordor IntelligenceThe Europe amusement park market size is expected to grow from USD 27.09 billion in 2025 to USD 28.33 billion in 2026 and is forecast to reach USD 35.47 billion by 2031 at 4.58% CAGR over 2026-2031. Recovery momentum reflects higher household leisure budgets, the steady return of long-haul tourists, and park operators' rapid embrace of immersive intellectual-property (IP) theming that commands premium pricing [1]Themed Entertainment Association & AECOM, "Theme Index 2023," aecom.com. . E-ticketing, AI-based queue management, and 5G-enabled interactive content are further raising per-capita spending while lowering crowd-flow bottlenecks, allowing the Europe amusement park market to grow without proportionate capacity additions. Mechanical rides still headline marketing campaigns, but operators are expanding water attractions, themed hotels, and indoor "retail-tainment" micro-parks to hedge weather risk and seasonality. Competitive intensity is moderate: the top five groups control roughly 60% revenue, yet expansion by Universal in the United Kingdom and Disney in France is set to raise capital requirements and favor scale players. Regulatory costs tied to carbon reduction and insurance premiums remain headwinds, but the Europe amusement park market continues to benefit from experiential tourism, dynamic pricing systems, and multi-day destination strategies that diversify revenue.

Key Report Takeaways

* By rides, mechanical attractions led with 48.05% of Europe amusement park market share in 2025, water attractions are projected to advance at a 7.12% CAGR through 2031.
* By age group, visitors aged 19-35 years held 42.05% of Europe amusement park market size in 2025 and the up-to-18 segment is forecast to grow at a 6.74% CAGR to 2031.
* By revenue source, tickets captured 54.85% of Europe amusement park market share in 2025 and hotels and resorts are poised to post a 9.98% CAGR over the same period.
* By country, Germany accounted for 17.29% of Europe amusement park market share; Spain is expected to expand at a 6.98% CAGR to 2031.

Key Market Trends

Europe Amusement Park Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Surge in experiential tourism	+1.2%	Western Europe core, Mediterranean spillover	Medium term (2–4 years)
Increasing integration of IP-based attractions	+0.9%	United Kingdom, France, Germany	Long term (≥ 4 years)
Advancements in ride-safety technology	+0.6%	EU-wide, Nordic leadership	Short term (≤ 2 years)
Growing adoption of dynamic pricing systems	+0.8%	Western Europe, selective Eastern Europe	Medium term (2–4 years)
Rise of hybrid retail-tainment park formats	+0.4%	Urban centers, mall-integrated venues	Long term (≥ 4 years)
Deployment of 5G/edge-enabled experiences	+0.3%	Nordic and DACH early adopters	Long term (≥ 4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The market shows moderate concentration, with Merlin Entertainments holding the leading position, followed by Parques Reunidos. Other key players include Compagnie des Alpes, along with the Disney and Universal divisions that each operate single-brand resorts. Consolidation trends favor companies with access to intellectual property, data analytics, and diversified lodging portfolios, as rising guest expectations for seamless, omnichannel experiences increase capital expenditure requirements. Recent investments, such as Universal's planned resort in Bedford and Disney's reinvestment in Paris, reflect growing competition for the international tourist's share-of-wallet. Meanwhile, Compagnie des Alpes has strengthened its position in Germany with the acquisition of Belantis, while Parques Reunidos is shifting capital toward IP-rich attractions.

Merlin's licensing of the Minecraft brand highlights a broader strategy to attract younger, digitally native audiences through globally recognized gaming franchises. Technology has become a key differentiator for market leaders, with tools like AI-driven queue management, cashless ecosystems, and augmented reality experiences improving guest satisfaction and enabling personalized upselling. Additionally, rising insurance costs highlight the value of scale, as larger operators secure better group policies and more favorable premiums. In contrast, start-ups are carving out niches with urban micro-parks like UNO Parks' indoor adventure centers, which require less capital and allow for rapid content rotation. These developments suggest a diverse range of growth strategies across the competitive landscape.

Despite these shifts, competitive barriers remain moderate, allowing regional independents to maintain strong local followings through culturally relevant themes and deep community ties. However, from 2025 to 2030, mergers and acquisitions are expected to accelerate as fragmented players seek strategic partnerships. These collaborations will likely be aimed at financing technological upgrades and mitigating the rising costs associated with regulatory compliance. As the market evolves, access to IP, technological capabilities, and operational scale will increasingly determine competitive advantage. Overall, the sector is poised for dynamic transformation driven by both innovation and consolidation.

Europe Amusement Park Industry Leaders* Merlin Entertainments

* Parques Reunidos

* Compagnie des Alpes

* Europa-Park GmbH & Co Mack KG

* Looping Group

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this report, the market is defined as the revenue generated by amusement parks operating across Europe, captured from visitor-facing income streams and measured in USD for the stated years.

Scope exclusions: We exclude broader out-of-home entertainment categories that are not park-based operations, along with general tourism spending that does not directly accrue to amusement park operators.

Segmentation Container

* By Rides* Mechanical Rides

* Water Rides
* Other Rides

* By Age* Upto 18 years
* 19 to 35 years
* 36 to 50 years
* 51 to 65 years
* More than 65 years

* By Revenue Source* Tickets
* Food & Beverages
* Merchandise
* Hotels/Resorts
* Others

* By Country* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX (Belgium, Netherlands, Luxembourg)
* NORDICS (Denmark, Finland, Iceland, Norway, Sweden)
* Rest of Europe

Frequently Asked Questions

What is the current value of the Europe amusement park market in 2026?

It stands at USD 28.33 billion, reflecting steady recovery after pandemic headwinds.

How fast will the market grow through 2031?

The forecast CAGR is 4.58%, taking revenue to USD 35.47 billion by 2031.

Which ride category is expanding the quickest?

Water attractions lead with a 7.12% CAGR thanks to climate-controlled indoor developments.

Why are hotels and resorts critical for operators?

Lodging lifts per-guest outlays as multi-day stays can generate three to four times the spend of day visits.

Which country offers the fastest growth outlook?

Spain is projected to advance at a 6.98% CAGR, underpinned by Mediterranean climate and integrated resorts.