Family Entertainment Center Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 34.57 billion
Projected Forecast (2031)	USD 34.57 billion
Growth Rate (CAGR)	6.75 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Family Entertainment Center industry](images/chart_2.png)

![Family Entertainment Center Market (2026 - 2031)](images/chart_3.png)

![Family Entertainment Center Market: Market Share by Type](images/chart_4.png)

![Family Entertainment Center Market: Market Share by Facility Size](images/chart_5.png)

![Family Entertainment Center Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Family Entertainment Center Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

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

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 34.57 Billion |
Market Size (2031) | USD 47.93 Billion |
Growth Rate (2026 - 2031) | 6.75 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | North America |
Market Concentration | Low |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Family Entertainment Center Market Analysis by Mordor IntelligenceThe Global Family Entertainment Center Market was valued at USD 32.62 billion in 2025 and estimated to grow from USD 34.57 billion in 2026 to reach USD 47.93 billion by 2031, at a CAGR of 6.75% during the forecast period (2026-2031). Recovery in discretionary leisure spending and a shift toward participatory and social formats are driving this growth. Global visits to location-based entertainment and theme parks reached 1.15 billion in 2025, generating USD 79.2 billion in revenue, supporting strong demand for indoor operators reliant on repeat visits rather than seasonal spikes[1]IAAPA, “State of the Global Attractions Industry – Q3 2025,” IAAPA, iaapa.org. The market benefits from weather-proof operations, steady group event demand, and the ability to monetize multiple spending categories per visit. Advances in AR and VR, expansion into mixed-use sites, and increased food and beverage integration are attracting a broader audience. Despite challenges such as rising insurance costs and imported equipment inflation, the market remains resilient. Indoor formats continue to provide social and physical experiences that home-based digital alternatives cannot fully replicate.

Key Report Takeaways* By type, Children's Entertainment Centers led with 35.83% share of the Global Family Entertainment Center Market in 2025, while Location-based VR Entertainment Centers are projected to expand at a 7.80% CAGR through 2031.
* By activity area, Skill and Competition Games accounted for 40.21% share of the Global Family Entertainment Center Market in 2025, while AR and VR Gaming Zones are forecast to grow at an 8.17% CAGR through 2031.
* By facility size, the 5,001-20,000 sq. ft. tier held 32.54% share of the Global Family Entertainment Center Market in 2025, while the 1-to-10-acre format is projected to advance at a 7.43% CAGR through 2031.
* By visitor demographics, Families with Children aged 0-8 represented 31.93% share of the Global Family Entertainment Center Market in 2025, while Teenagers aged 13-19 are forecast to grow at a 7.32% CAGR through 2031.
* By revenue source, Entry Fees and Ticket Sales captured 44.23% share of the Global Family Entertainment Center Market in 2025, while Food and Beverages is projected to expand at a 7.65% CAGR through 2031.
* By geography, North America held 34.47% share of the Global Family Entertainment Center Market in 2025, while Asia-Pacific is forecast to grow at an 8.36% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Family Entertainment Center Market*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Experience-led family and group leisure demand	+2.0%	Global, strongest in North America and Europe	Short term (≤ 2 years)
AR/VR-enabled attraction refresh	+1.5%	North America, Asia-Pacific, Middle East and Africa urban centers	Medium term (2-4 years)
Urban spending and weather-proof indoor entertainment demand	+1.2%	Asia-Pacific, North America, South America	Short term (≤ 2 years)
Multi-activity social venues widening audience mix	+0.8%	North America, Europe	Medium term (2-4 years)
Mall-space repurposing into experiential anchors	+0.6%	North America, Asia-Pacific	Short term (≤ 2 years)
Birthday, school, and corporate event monetization	+0.5%	Global	Short term (≤ 2 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Global Family Entertainment Center market is highly fragmented, with a small share held by the top operators. Major players include CEC Entertainment, Dave & Buster's, TEEG, Merlin Entertainments, and KidZania. Independent and regional operators dominate the rest of the market, catering to local audiences with varied pricing, themes, and models. Local operators often maintain repeat traffic through venue familiarity, flexible pricing, and neighborhood relevance. However, larger companies influence industry standards with their purchasing power, technology investments, and ability to test formats across markets.

Strategic priorities among major players focus on footprint expansion, content control, and visit monetization. Dave & Buster's plans to open new locations and expand internationally reflect efforts to diversify geographically and offset slower domestic traffic. LEGO's acquisition of Merlin's discovery center portfolio highlights intellectual property owners' shift toward direct operational control for branded experiences. Sandbox VR's partnership with Apparel Group for a venue rollout in the Middle East demonstrates how technology-driven challengers scale efficiently through targeted collaborations. These strategies emphasize format differentiation and customer retention over unit growth.

Technology is transforming competition within the market. Operators that frequently update attractions attract repeat visitors more effectively than those relying on static setups. Customers now expect integrated experiences, including gaming, dining, content, booking convenience, and social shareability. Equipment suppliers are introducing connected, data-driven systems, while operators use these tools to optimize utilization and revenue. Competitive advantage will favor operators combining local relevance, regular content updates, disciplined capital expenditure, and a venue mix appealing to families, teenagers, and adults without overdependence on any single group.

Family Entertainment Center Industry Leaders* CEC Entertainment

* Dave & Buster’s Entertainment

* TEEG

* Merlin Entertainments

* KidZania

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Family Entertainment Center Market Report ScopeBy TypeChildren's Entertainment Centers (CECs) |
Children's Edutainment Centers (CEDCs) |
Adult Entertainment Centers (AECs) |
Location-based VR Entertainment Centers (LBECs) |

Segmentation Accordion Item

By GeographyNorth America | United States |
 | Canada |
 | Mexico |
South America | Brazil |

| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, and Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is the current size of the family entertainment center market?

The family entertainment center market stands at USD 34.57 billion in 2026 and is forecast to reach USD 47.93 billion by 2031 at a CAGR of 6.75%.

Which region leads global revenue generation for family entertainment centers?

North America led with 34.47% of global revenue in 2025, supported by its large venue base and established operator ecosystem.

Which region is growing fastest through 2031?

Asia-Pacific is the fastest-growing region with an 8.36% CAGR for 2026-2031, supported by urbanization and expanding organized leisure demand.

Which format is growing fastest among center types?

Location-based VR Entertainment Centers are the fastest-growing type with a 7.80% CAGR through 2031, reflecting strong demand for immersive attractions.

What is changing the revenue model of family entertainment centers most clearly?

Food and beverages is the fastest-growing revenue source at a 7.65% CAGR through 2031, showing that operators are pushing broader spend per visit beyond ticketing.

How concentrated is competition among major operators?

Competition remains fragmented because the top 5 operators together held only 24% of global revenue in 2025, leaving most of the market with regional and independent players.