

**Middle East & Africa Location-based Entertainment Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Component (Hardware and Software), Technology (2-Dimensional and 3-Dimensional), and End-use (Amusement Parks, Arcade Studios, and Film Studios)**

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**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The location-based entertainment market in Middle East & Africa is expected to grow from US\$ 44.40 million in 2022 to US\$ 68.95 million by 2028. It is estimated to grow at a CAGR of 7.6% from 2022 to 2028.

Use of VR Headsets for Indoor Games

Currently, sporting events are embracing immersive experiences and entering the game industry. Large sporting organizations and events have already begun to invest in virtual and augmented reality to improve sports and events. For instance, during the COVID-19 lockdowns, many people and businesses were using virtual and augmented reality to organize virtual yet immersive meetings and activities beyond the typical video meetings. The major technology firms are already striving to create headgear that do not require cords and allow for HD visual viewing. Manufactures like Sony, Samsung Electronics Co., Ltd. and many more are creating 8k and significantly more powerful processors for virtual reality headsets. With an unmatched, potent engagement platform that connects players in-home, VR gameplay with their social, competitive, and premium experiences at out-of-home entertainment venues like family entertainment centres, in order to accommodate the new standard in location-based entertainment, VRStudies Sports redraws the lines dividing virtual reality games.

Market Overview

The Middle East & Africa is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. Dubai is

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one of the prominent cities in the region to which the tourists are primarily attracted. Due to this, the country is focused on building more tourism infrastructures. The country has the world's largest indoor virtual reality (VR) park, which is a major tourist attraction. Further, prominent Middle East & Africa location-based entertainment market players such as Zero Latency are present in major countries of the region, such as Saudi Arabia and the UAE. Any strategic development implemented by such companies contributes to the region's Middle East & Africa location-based entertainment market. In February 2020, Saudi Entertainment Ventures (SEVEN) decided to contribute to Saudi Vision 2030. This Public Investment Fund (PIF)-established company is set to invest in developing several entertainment destinations in Riyadh, Saudi Arabia.

Further, the companies operating in the Middle East & Africa location-based entertainment market continuously focus on growth strategies. Due to this, the companies achieve several awards and recognitions. For instance, in June 2022, SPREE Interactive was awarded the "Best in Location-Based" for its AR and VR at Augmented World Expo 2022.

Moreover, several associations related to location-based entertainment are present in the region. For instance, the Virtual Reality South Africa Association (VRSA) is a South African association established to promote augmented reality and virtual reality companies in the region. Such associations are expected to increase the development of location-based entertainment in the region.

Middle East & Africa Location-based Entertainment Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Location-based Entertainment Market Segmentation

The Middle East & Africa location-based entertainment market is segmented into component, technology, end-use, and country.

Based on component, the market is bifurcated into hardware and software. The hardware segment held a larger market share in 2022. Based on technology, the market bifurcated into 2-dimesnional and 3-dimensional. The 3-dimensional segment held a larger market share in 2022. Based on end-use, the market is segmented into amusement parks, arcade studios, and film studios. The amusement parks segment dominated the market share in 2022. Based on country, the market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the market share in 2022. HQSoftware; Neurogaming Ltd; SpringboardVR; Samsung Electronics Co., Ltd.; and Vicon Motion Systems Ltd are the leading companies operating in the location-based entertainment market in the region.

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