

South & Central America 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 South & Central America is expected to grow from US\$ 10.21 million in 2022 to US\$ 13.62 million by 2028. It is estimated to grow at a CAGR of 4.9% from 2022 to 2028.

Advent of Next-Generation Laser Tags

Infrared-emitting light guns are used by players in the shooting game of laser tag to tag certain targets. Each player typically wears an infrared-sensitive signalling device to track hits, and the gaming venue itself occasionally incorporates this technology. Current laser tag arenas, including their walls and obstacles, are scanned, and precisely represented within the game environment using the latest laser scanning technology. The tangible objects are united with the virtual setting. Through 3D laser scanning, creative works have partnered with an expert in LiDAR laser imaging to recreate the area's aspects precisely. This allows players to interact safely with physical barriers within the game space. Users can shoot each other while running around in virtual reality thanks to businesses like Zero Latency. However, LAVR Tag is the first VR activity that doesn't call for a computer backpack. The Oculus Quest headgear is used by LAVR Tag, which enhances it with the help of Azure Spatial Anchors and other tools. As a result, users may move around freely without having to wear a backpack or manage any cords.

Market Overview

The South & Central America location -based entertainment market is segmented into Brazil, Argentina, and the Rest of South &

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Central America. The region has a presence of several amusement and theme parks, which is one of the reasons for the growth of the South & Central America location -based entertainment market in the region. Pixel VR Virtual Reality Arcade is an amusement park situated in Brazil. Moreover, the region has several film studios in Brazil and Argentina. In addition, AR/VR companies such as 3dar, Sense Arq, and Novaworks are contributing to the growth of the region's South & Central America location -based entertainment market. Companies operating in the South & Central America location -based entertainment market are receiving several contracts due to the increasing demand for location-based entertainment. For instance, in April 2021, Storyland Studios received a contract from Grupo Cataratas to design new location-based entertainment concepts. Grupo Cataratas is the region's largest tourism operator. Grupo Cataratas expects to increase the region's tourist attractions through location-based entertainment. Storyland will develop strategies related to themed entertainment, including concept development for tourist attractions.

South & Central America Location-based Entertainment Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Location-based Entertainment Market Segmentation

The South & Central America location-based entertainment market is segmented into by 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 is bifurcated into 2-dimensional 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 Brazil, Argentina, and Rest of South & Central America. Brazil segment dominated the market share in 2022. HQSoftware; IMAXCORPORATION; 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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