

Arcade Game Market Research Report Information By Component (Video Games, Pinball Games, Redemption Games, Skill Games, Electro-Mechanical Games, Interactive Games, Sports Games, Simulation Games, Merchandiser Games, Others), By Revenue Model (Pay-to-Play, Subscription-Based, In-App Purchases, Advertising), Component (Gaming Machine, Gaming Software, Accessories & Peripherals, Maintenance & Support Service), Genre (Action, Adventure, Fighting, Racing, Sports, Strategy, Simulation), Target User Age Group, (Children (under 12), Teenagers (13-19), Adults (20-35), Middle-Aged Adults (36-50), Seniors (Above 50), and Region (North America, Europe, Asia-Pacific, Middle East & Africa, and South America) Forecast till 2032

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Overview of the Market

In 2023, the arcade game market was estimated to be worth USD 50,698.0 million. With a compound annual growth rate (CAGR) of 3.9% from 2023 to 2032, the arcade game market is expected to increase from USD 52,566.8 million in 2024 to USD 71,236.6 million by 2032. The market is expanding because to the growing number of commercial gaming facilities, the increasing desire for interactive and immersive entertainment experiences, and the rising consumer expenditure on leisure and entertainment. One significant industry trend is the growing use of AR and VR into arcade games. With its immersive virtual experiences, virtual reality (VR) has quickly gained popularity in gaming and is spreading into other digital fields. Because VR offers incredibly immersive experiences, arcade gaming has been completely transformed. It was previously difficult for players to enter virtual worlds and interact with their surroundings. VR-based arcade games, such as Sega's VR Agent and VR 360 Dinosaur Attack Car Arcade Game 3D Shooter, have become more popular in the gaming business. VR technology in arcades was the main topic of discussion at the AEI convention in March 2022, which also covered operational success techniques. During the projection period, these developments are anticipated to increase the uptake of VR-based arcade games and improve user experiences.

Perspectives on Market Segments

Video games, pinball games, redemption games, skill games, electro-mechanical games, interactive games, sports games, simulation games, merchandiser games, and others are the several categories into which the arcade game market has been split. The market has been divided into four segments based on the revenue model: pay-to-play, subscription-based, in-app purchases, and advertising.

The market has been divided into four segments based on component: gaming software, accessories and peripherals, maintenance and support services, and upright arcade cabinets.

Action, Adventure, Fighting, Racing, Sports, Strategy, and Simulation are the several game genres that make up the arcade game market.

Children (under 12), Teenagers (13-19), Adults (20-35), Middle-Aged Adults (36-50), and Seniors (over 50) comprise the target user age group for the arcade game market.

Regional Perspectives

The market is divided into North America, Europe, Asia-Pacific, the Middle East & Africa, and South America by region, according to the study. The Asia-Pacific arcade game market is anticipated to dominate throughout the duration of the projected period. Due to its relative ease of entry when compared to other regions, Asia has long been a sought-after market for the gaming industry. Additionally, more and more western companies, sponsors, and spectators are making investments in this region's industry.

The market for arcade games in North America is being propelled by a renewed interest in immersive entertainment. To draw in a varied crowd, arcades are utilizing social games, interactive technologies, and themed attractions. The market for arcade games in the area is expanding because of this trend, which reflects a demand for participatory, group entertainment. The market's expansion is driven by the region's strong economic foundation, rising affordability, and cutting-edge technologies.

Due to increased smartphone use and monetization, Europe is anticipated to experience significant growth in the future. An arcade machine still has a target audience whose gaming spending has only increased in the area, even though the growing usage of smartphones and tablets for gaming is hindering the arcade gaming business.

Numerous arcade games with redemption opportunities for tickets or prizes have contributed to the South American region's notable growth by increasing the arcade's attractiveness and attracting both families and casual visitors. This improves the game experience by creating excitement and providing real prizes.

Key Players

ICE Games, Capcom Co., Ltd., Sega Sammy Holdings Inc., Raw Thrills, Bandai Namco Holdings, Andamiro Co. Ltd., Arcade1Up, D-BOX Technologies, Bay Tek Entertainment, and Dream Arcades are some of the major companies in the arcade game business.

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