

Bowling Centers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

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Report description:

The Bowling Centers Market size is estimated at USD 19.56 billion in 2025, and is expected to reach USD 23.76 billion by 2030, at a CAGR of 3.97% during the forecast period (2025-2030).

The global bowling center market is expanding due to the increasing disposable income and the growing young population. Changing customer preferences are driving the market. In recent years, bowling centers have emerged as family entertainment centers, with people spending their leisure time in the activity.

Post-pandemic, developed countries such as the United States have observed a continuous rise in the market size of the bowling center industry, with an increasing number of people preferring to spend their leisure time in bowling activities. The share of the population participating in outdoor activities has been observed to increase continuously, especially with Gen Z and Millennials.

Globally, companies are embracing technological innovations to enhance visitor experiences. Augmented reality and virtual reality are integrated into bowling and other games to offer an immersive and interactive adventure. These factors help the companies gain a higher market share, positively impacting the growth of the global bowling market. Players are opening new branches to capture all the potential markets across various regions globally.

Bowling Centers Market Trends

Population Above 18 Years Drives the Market

Bowling is predominantly popular among adults and young adults, making the above 18-year-old population the primary target

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demographic for bowling alleys and entertainment centers. Adults above 18 typically have more disposable income than younger age groups, allowing them to afford leisure activities like bowling and spend on food, drinks, and other amenities offered at bowling alleys.

Disposable income is a crucial factor driving the bowling center market across various regions. Consumers are ready to pay for premium experiences, such as VIP tickets, as their disposable income increases. With more disposable income, visitors are spending more on merchandise and food, driving the growth of the retail and dining sector within bowling centers.

North America is the Fastest Growing Bowling Market

The young population is growing across various regions globally, such as North America. North America is witnessing a steady growth of indoor competitive games such as bowling, mini golf, and others.

Primarily, young populations are attracted to such games. Bowling is becoming popular among young people from various regions worldwide. Populations aged between 18 and 30 are observed to be more interested in blowing alleys to socialize and spend time with friends and family.

Youngsters make up 14% of the total population in North America, which is expected to increase further in the coming years.

Bowling Centers Industry Overview

The bowling center market is moderately fragmented in nature. Key players in the market are adopting creative and innovative strategies to expand their market share and increase their grip on the regional presence in the market. The adoption of new strategies has also attracted more customers, offering them better value. Some of the key players in the market are Hollywood Bowl Group PLC, Bowlero Corp, Ten Entertainment Group PLC, Brunswick Bowling Product LLC, and Pinstripes.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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