

Europe Amusement Parks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 140 pages | Mordor Intelligence

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Report description:

The Europe Amusement Parks Market size is estimated at USD 1.35 billion in 2025, and is expected to reach USD 1.81 billion by 2030, at a CAGR of 6.1% during the forecast period (2025-2030).

Amusement parks in Europe are prominent tourist destinations in the world, with millions of visitors each year. Outdoor amusement parks take advantage of this by providing entertainment options for both local and international tourists. Amusement parks around the world are constantly adapting to new technologies and new attractions. European parks are adopting latest technologies, such as virtual reality (VR), augmented reality (AR), and interactive experiences (IoT), to increase the excitement and engagement of visitors.

Mega parks attract most theme park visitors due to their high-end rides. Theme parks that have a significant impact on the regional market growth can be classified as small parks or Tier 3 parks. The growth of the theme park market is driven by the increasing tourism spending and the growing middle class and urban population.

The tickets segment accounts for approximately 52% of the total market share in the current year. The industry's tickets segment is expected to experience significant growth in the years to come as parks embrace dynamic pricing models and online promotions, as well as a variety of ticket options. With a focus on accessibility, parks offer flexible ticket packages and seasonal discounts, as well as digital ticketing. For example, Disney announced plans to offer discounts on children's tickets at their theme parks in October previous year. The shift towards online ticketing and the adoption of technology-based solutions increase convenience for visitors.

Europe Amusement Parks Market Trends

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Rising Attention Toward the Theme-Based Amusement Parks

Amusement parks are a source of joy and entertainment for people of all ages, offering various attractions and activities. Recently, the market has experienced a significant increase in the popularity of theme parks, which serves as a significant driver. Amusement Park theme-based attractions are driving the market growth and customers are spending a greater percentage of their income on leisure and entertainment.

Italy Dominates The Market

The growing per capita income increases the disposable income of consumers in Italy, driving the market's growth. Customers are spending a more significant percentage of their income on leisure and entertainment. The surge in disposable income has increased the number of visitors to amusement parks in Italy and influenced consumer behavior in these places. The positive correlation between rising disposable income and heightened attendance rates at amusement parks is undeniable. Thus, an increase in disposable income drives Italy's market growth.

Europe Amusement Parks Industry Overview

The report covers the major international players operating in the Europe amusement parks market. In terms of market share, some of the major players currently dominated with players such as Disneyland Park, Europapark, Efteling, etc., However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets.

Additional Benefits:

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

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