



ESCAPE ROOM MARKET – GLOBAL OUTLOOK TO 2025

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1 SCOPE OF THE REPORT

1.1 Research Objective

The research report on **Global Escape Room Market** aims at providing in-depth market insights upon the market dynamics. The study also provides market estimates and forecasts for a period of 2015 to 2025.

1.2 Definition

Escape games, also known as escape rooms, are community entertainment opportunities in which a group of players are physically locked in a room built around a particular theme, from which they must then get out within a given time by solving logical puzzles. Topics include often escaping a place (like a prison cell), solving a crime or mystery, fighting some supernatural force, investigating a murder, or just deactivating a bomb. Players usually have 60 minutes to find their way out. However, the duration of the game can vary depending on the topic, the facility and game mode.



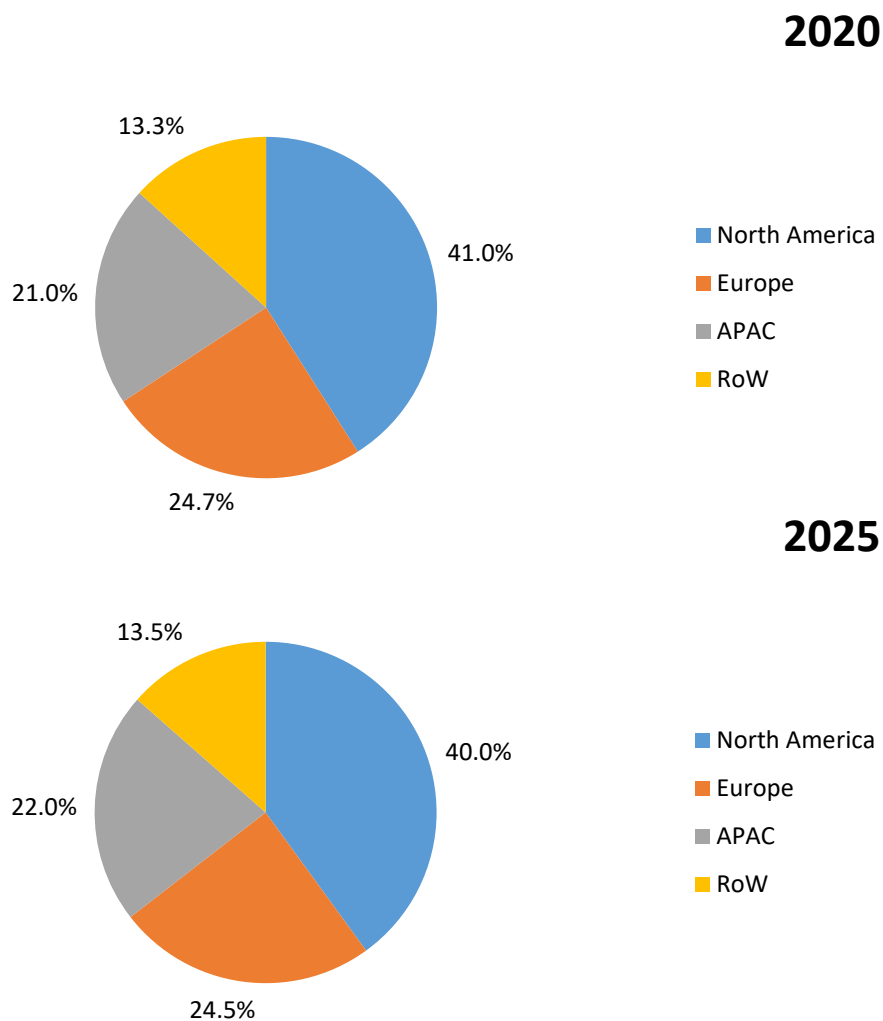
2 ESCAPE ROOM MARKET, BY REGION

2.1 Escape Room Market, By Region, 2019-2025

The global Escape Room market is segmented into regional segments of North America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW) [i.e., Middle East & Africa (MEA), and South America]. The market was valued US\$ 8.56 billion in 2020, and is expected to reach US\$ 22.14 billion by 2025, growing at a CAGR of 20.9% during the forecast period.

2.1.1 Global Escape Room Market Share (%), By Regions, 2020 and 2025

Figure 1. Global Escape Room Market Share (%), By Regions, 2020 and 2025

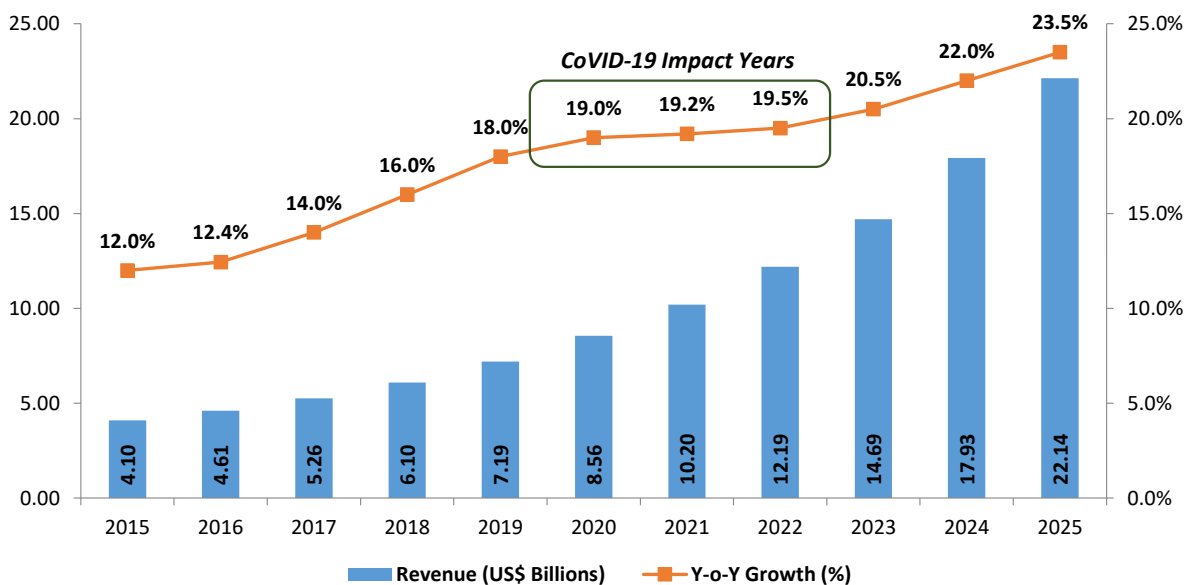


Source: ARC Analysis

Rising popularity among millennials is a key factor driving the escape room market growth over the past few years. Escape room is getting serious attention from corporate sector as team bonding activity, which will be a key driver in the market. Employees get to practice teamwork, they get to enhance their ability to solve problems and of course, create a collaborative spirit between teams. Innovation is the key driver for a young escape room market. Especially in those rooms focusing on promoting teamwork and team building for companies. Nowadays, simple types of rooms are no longer desirable. On the contrary, companies are looking for something different, something more innovative. It is not always about the quality of the game it is about the impact.

2.1.2 Global Escape Room Market Size (US\$ Billion), By Regions, 2020 & 2025

Figure 2. Global Escape Room Market Size (US\$ Billion), By Regions, 2020 & 2025



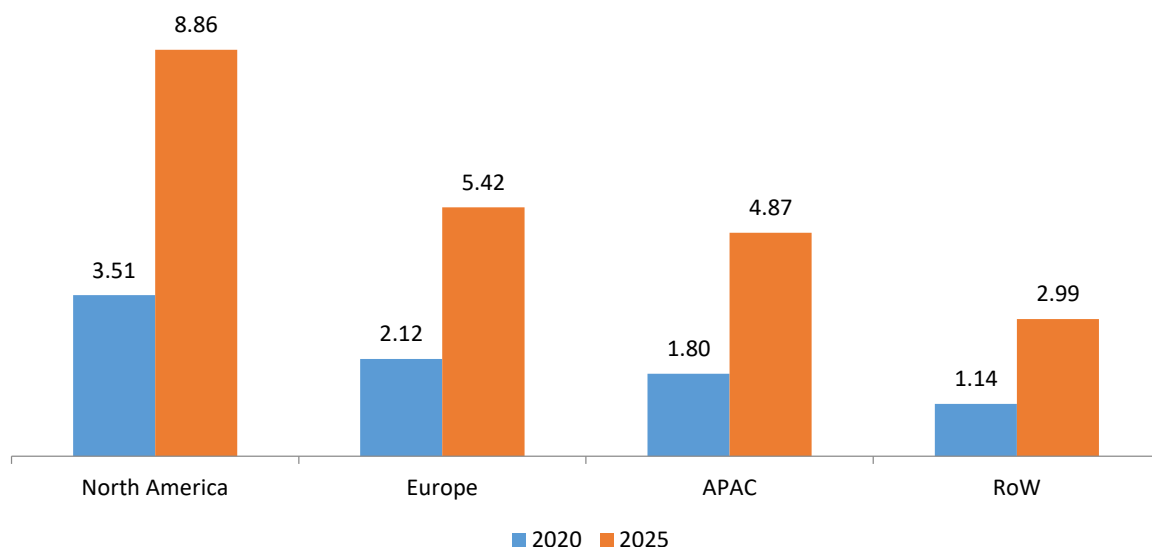
Source: ARC Analysis

Development of new escape require large sums of money, which will hamper market growth. Additionally, escape room market has lesser penetration rate in developing economies, thereby deaccelerating market growth rate to a certain extent. Safety of an individual will act as a market restraint. Creation of new escape rooms in developing region will uphold the

market growth over the forecasted years. The creation of an escape room will be a major trend for 2021 and 2022. Another trend that will drive market growth is rising competition. For instance, In August 2020, there are more than 2,250 escape room facilities in the United States. Digital escape rooms will be a key to the future of Escape room market. A digital escape room that you could visit with potential partners each one entitled with a role could be a great idea. However, people like a physical presence. Digital innovation can still exist in this case. Nowadays, escape owners are allowing the visitors to book everything through the Internet within just a few minutes.

2.1.3 Global Escape Room Market Size (US\$ Billion), By Regions, 2020 & 2025

Figure 3. Global Escape Room Market Size (US\$ Billion), By Regions, 2020 & 2025



Source: ARC Analysis

The global escape room market is driven by new partnerships among local businesses and development of new escape rooms. Some of the major players operating in the global escape rooms market include Breakout Games, All In Adventures, Key Quest, Escapology, Escape The Room, The Great Escape Room, Paniq Room, Epic Escape Game, Great Room Escape, Maze Rooms, The Escape Game, Amazing Escape Room, 60 Out Escape Rooms, Escape Inc., Texas

Panic Room, The Puzzle Effect, Mastermind Escape Games, Escape Key, Exodus Escape Room, 5 Wits, Escape This Live, and Escape Zone 60 among others.

2.1.4 Global Escape Room Market Size (US\$ Billion), By Region (2015 – 2025)

Table 1. Global Escape Room Market Size (US\$ Billion), By Region (2015 – 2025)

Regions	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR% (2020–2025)
North America	1.72	1.93	2.19	2.52	2.96	3.51	4.16	4.95	5.94	7.21	8.86	20.3%
Europe	1.03	1.15	1.31	1.51	1.78	2.12	2.52	3.01	3.61	4.40	5.42	20.7%
APAC	0.82	0.93	1.07	1.25	1.49	1.80	2.16	2.61	3.17	3.91	4.87	22.1%
RoW	0.53	0.60	0.69	0.80	0.95	1.14	1.36	1.63	1.97	2.41	2.99	21.3%
Total	4.10	4.61	5.26	6.10	7.19	8.56	10.20	12.19	14.69	17.93	22.14	20.9%

Source: ARC Analysis

2.1.4.1 North America Escape Room Market Insights:

North America escape room market rapidly growing with rising popularity of escape rooms among youths and corporate houses. North America escape room market is led by USA with highest market share in the region in 2020. High-level trends detected include the continued growth of the US market, the increased popularity of corporate team building programs and other high-ticket items, the key role an escape room website plays in driving revenue, and consumer shift in preference towards booking on mobile devices.

Number of escape rooms have increased significantly over the past five years, which has resulted in the substantial growth in locations the US market has seen since its inception. In 2017, the number of escape room locations in the nation doubled. A year-over-year (YoY)

increase in locations followed in 2018, indicating that the US escape room market is still growing with each passing year.

In 2020, there are more than 2,500 escape room facilities in the United States. US escape room market will pick up pace over the forecast period, owing to the creating of new escape rooms and advent of digital escape rooms. Canada is expected to be favorite destination for businesses over the forecasted period, owing to the rising competition and excess of safety precautions.

2.1.4.2 Europe Escape Room Market Insights:

European escape room market will witness higher growth rate over the forecast period owing to the rising popularity adventurous activities and increasing attention from corporate sector. There is a steady rise in the number of escape rooms across the European region. The UK, Netherlands and Germany have highest number of escape rooms, closely followed by Spain, Portugal, France, Greece, and Italy. New design ideas and concepts such as Game of Thrones, Zombies and Saw, have gained immense popularity due to their unique appeal and large fan base.

By combining theatre, problem solving, teamwork and storytelling, they make for a sensational experience that is unlike any other activity. Escape rooms are becoming one of the biggest hobbies in the Europe. These factors will drive market growth in the region over the forecasted period. In Europe, there are several popular escape rooms such as, Sherlocked, Cold War Room, and Zombie Apocalypse. These have received large response from customers.

2.1.4.3 APAC Escape Room Market Insights:

Asia-Pacific escape room market is gaining traction an incremental CAGR over the forecast period of 2020 to 2025. Escape rooms are gaining popularity among South-East Asian

countries and China. Additionally, Japan and South Korea has driven popularity of escape room in the Asia-pacific region over the past five years. For instance, the first escape room launched in Seoul, South Korea in May 2015 and there are currently over 50 escape room businesses in the country as of March 2016. It has become a popular hobby for people and there are escape room enthusiast group.

Australia has also witnessed increasing number of escape room owing to the challenging, fun & interactive way in less than 60 minutes. These are great for team building outings. China had about 1,100 escape rooms in 2019 -- two and a half times the year-earlier tally. Many are in major cities, including Beijing and Shanghai. The escape room boom is a recent craze in China, where there were just 37 locations as recently as 2016, according to a trade group. Games were simple at first, with teammates simply reading a story to solve puzzles. Many locations now feature elaborate designs and costumed role-playing.

2.1.4.4 RoW Escape Room Market Insights:

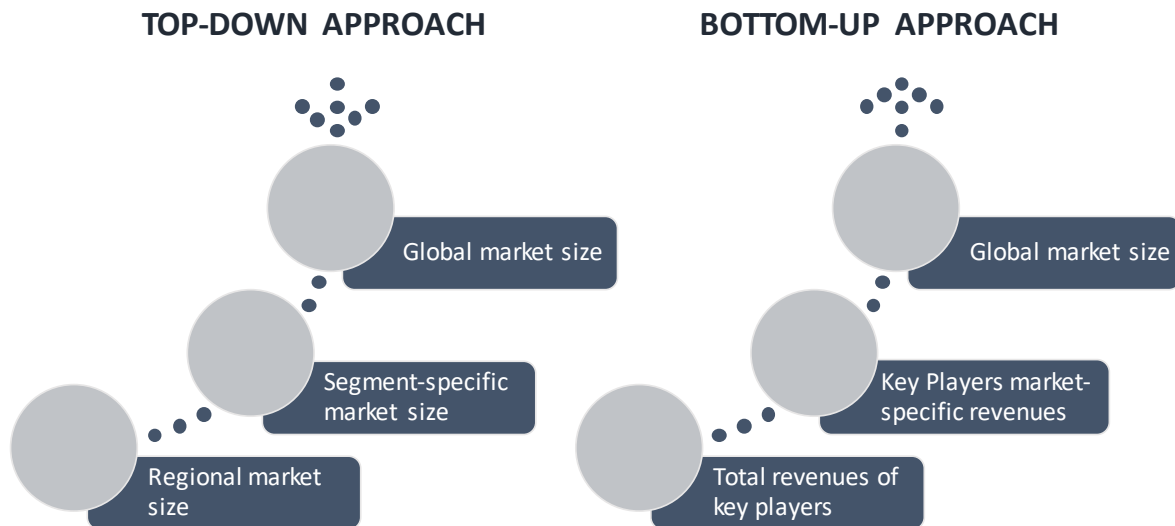
RoW escape room market will witness slow growth rate over the forecast period, owing to the limited penetration of escape room businesses in Africa and Middle East region. On the other hand, South America escape room market will growth higher rate compared to other regions in RoW.

Escape room popularity will grow eventually in the RoW region, owing to the improvement of problem-solving skills as well as it provides attention and teamwork to finish a specific objective It also increases individual communication and his/her social ability. Generally, by using escape room we are learning and cognitive experiences as it provides an immersive gaming experience.

3 RESEARCH METHODOLOGY

3.1 Research Approach

Figure 4. Research Approach



This research study involved the usage of extensive secondary sources; directories; databases such as Hoovers, Bloomberg Business, Factiva, and Avention; white papers; annual reports; company house documents; and SEC filings of companies. Secondary research was mainly used to identify and collect information useful for the extensive, technical, market-oriented, and Commercial Office study of the market. It was also used to obtain key information about the market classification and segmentation according to the Price Range trends, regional markets, and developments related to the market and Distribution End-use perspectives. Primary sources were mainly several Price Range experts from core and related industries; and preferred suppliers, Commercial Offices, distributors, service providers, developers, researchers, and organizations related to all segments of this value chain. In-depth interviews were conducted from various primary respondents which included key Price Range participants, subject-matter experts (SMEs), C-level executives of key market players, and consultants, among other experts, to obtain and verify critical qualitative and quantitative

information as well as to assess future prospects. The figure above shows the market research methodology applied in making this report.

After the complete market engineering (which includes calculations for market statistics, market breakdown, market size estimation, market forecasting, and data triangulation), extensive primary research was conducted to gather information and to verify and validate the critical numbers arrived at. Primary research was also conducted to identify the segmentation Platforms and key market dynamics such as drivers, restraints, and opportunities.

In the complete market engineering process, both top-down and bottom-up approaches were extensively used along with several data triangulation methods to perform market estimation and market forecasting for the overall market segments and sub-segments listed in this report. Extensive qualitative and quantitative analysis was performed on the complete market engineering process to list key information/insights throughout the report.

3.2 Data Sources

3.2.1 Primary Data Sources

In the primary research process, various primary sources from both the supply and demand sides were interviewed to obtain qualitative and quantitative information for this report. Primary sources from the supply side include Price Range experts such as CEOs, vice presidents, marketing directors, innovation directors, and related key executives. Primary sources from the demand side include expert researchers from research institutes, Commercial Offices and suppliers.

- **Supply Side**
 - *Banks*
 - *Economic Forums*
 - *Economic Organizations*

- **Demand Side**
 - *End-users*
 - *Consumers*

- **Key Price Range Participants (KPIs)**
 - *Government Agencies*
 - *Regulatory Bodies*
 - *Investment Research Companies*
 - *Business Consulting Service Providers*
 - *Academic Institutions/Universities*
 - *Venture Capitalists*

3.2.2 Secondary Data Sources

In the secondary research process, various secondary sources were referred to identify and collect useful information for the study. These sources include annual reports, press releases, investor presentations of companies, white papers, certified publications, articles from recognized authors, gold standard and silver standard websites, directories, and databases.

Secondary research was mainly used to obtain key information about the Price Range's value chain, market classification and segmentation according to the Price Range trends to the bottom-most level, geographical markets, and key developments from both market and supply-oriented perspectives.

- **Supply Side**
 - *Company Annual Reports*
 - *SEC Filings*
 - *Financial Journals*
 - *Trade Journals*
 - *Market Journals*
 - *Press Releases*
 - *White Papers*
 - *Company Websites*
 - *Magazines*

- **Demand Side**
 - *Case Studies*
 - *Customer References*

3.3 Assumptions & Limitations

1. There will be no abrupt macroeconomic changes across the globe during the forecast period
2. Revenue is obtained from the annual company reports (For all the companies reporting their revenue in US\$)
3. Revenue is converted as per the annual currency exchange rate for that particular year (For the companies reporting their revenue in currencies other than US\$)

3.4 Currency Considered

U.S. Dollar is the currency considered throughout this market research report.

3.5 Years Considered

The report has 2019 as the base year, 2015-2018 as the historical years, and 2020 to 2025 as the forecast period.

3.6 Economic Indicators Considered

- GDP (current US\$)
- Total Population
- School Enrollment (Primary – % Gross)
- CO2 Emissions (metric tons per capita)
- Life Expectancy at Birth (Total Years)

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