

Theme Parks and Amusement Parks - China - November 2019

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This report looks at the following areas:

- Park brands can fend off competition from resorts with a well-differentiated image
- Consumers' interest in learning new knowledge inspires creative product retail
- Upgraded in-park food and beverages stay true to IP storylines

Theme parks and amusement parks have enjoyed fast growth over the past five years. The market is now in a transitional phase to more rational growth in terms of visitor numbers. Over the next five years, visitor volume growth is estimated to slow down, but positive market signs suggest growth in visitor numbers will remain healthy.

The market is expected to see increased concentration among key players, indicating that brands will become critical for the competitiveness of park companies in the future. Well-known brands have a better chance to attract consumers.



"Theme parks and amusement parks are estimated to see slower but still healthy growth in terms of visitor volume. The market will become more mature. Establishing a well-known brand will be critical for future competitiveness. Park brands can leverage products that source inspiration from parks' IPs to grow sales, such as IPs' storylines."

– Saskia Zhao, Research Analyst

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