

Golf Simulators Market Study

About Us

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Table of Content

Market Summary

- Market Overview
- Market Trends

Segment Overview

- By Offering
- By Product Type
- By Simulator Type
- By End-Use/Application
- By Distribution Channel

Regional Overview

Company Profiles

Golfzon Co., Ltd

Full Swing Golf

Vgolf

HD Golf

TruGolf

Bogolf

SkyTrak

Uneekor Golf

Foresight Sports

Optishot Golf

Golf Advanced Golf Simulators LLC

TrackMan

AboutGolf Limited

Ernest Sports LLC

Toptracer

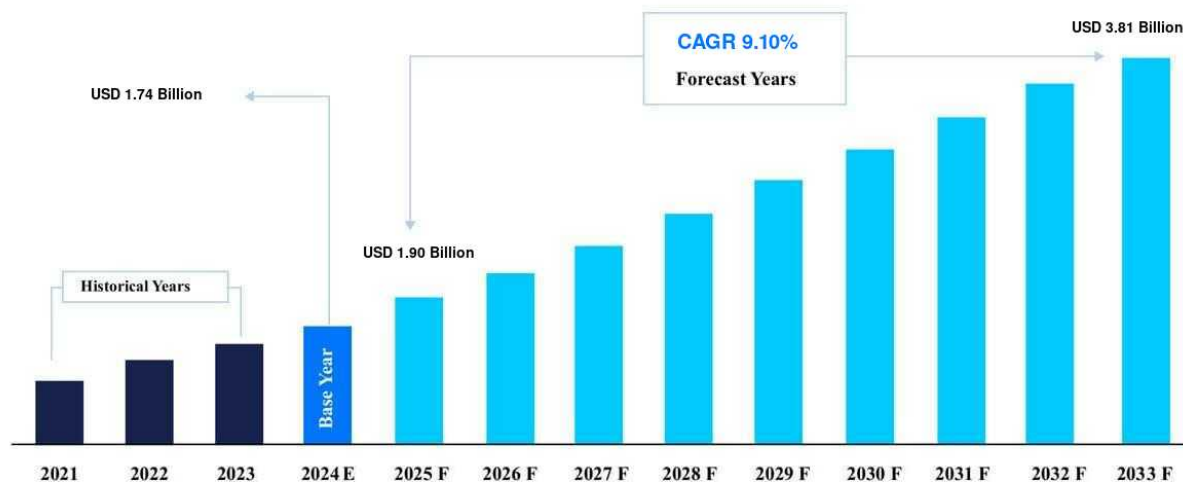
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
52%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

United Kingdom

South Korea

Emerging Companies

Golfzon Co., Ltd

Full Swing Golf

Vgolf

Market Trends

Growth Trends

- Growth in virtual reality and augmented reality markets, which could potentially impact the golf simulator market.
- Increased interest in golf leading to higher demand for golf simulators.
- Propensity of consumers to invest in advanced and premium sporting equipment.
- Emergence of smart golf simulators that offer data analytics.
- Rising trend of golf entertainment centers equipped with golf simulators.
- Increase in strategic partnerships and collaborations between golf simulator manufacturers and other sports companies.

Factors considered while calculating market size and share

- Current and projected demand for golf simulators worldwide.
- Size and growth rate of the golf industry.
- Number and market share of companies manufacturing golf simulators.
- Sales volume and revenue generated from the sale of golf simulators.
- Price trends and costing structure of golf simulators.
- Regulation and policy changes affecting the golf simulator market.
- Adoption rate of technology in the golf industry.
- Geographic distribution and target audience for golf simulators.

Key Market Indicators

- Annual growth rate of the golf simulator market.
- Market share of leading golf simulator manufacturers.
- Total revenue generated by golf simulator sales.
- Technological advancements and their adoption rates in the market.
- Consumer behavior and purchasing trends related to golf simulators.
- Expansion strategies of key market players.
- Penetration rate of golf simulators in both amateur and professional golf.

Low awareness of the game

The golf industry is mainly concentrated in North America and the European region. Also, there is lesser participation of golf enthusiasts in the Asia-Pacific region owing to a lack of awareness of the game. Furthermore, around 74% of the golf facility centers are concentrated in North America and the European region. This suggests the awareness of playing golf is concentrated in these two regions.

However, the Asia-Pacific region is expected to exhibit positive signs in terms of the adoption of the game. As per the industry analysis, the consumer behavior of the golf game in the Asia-Pacific region tends to be for the rich and high-class society, which is why the game penetration is quite low. Also, commercial centers that offer indoor golf course training centers have limited presence, notably in metro cities. This possesses a greater challenge for the adoption of the golf simulators.

Market Trends

A rising number of golf courses across the globe to increase the market demand

People are increasingly looking for more realistic training methods, including golf simulators. The significant growth in the development of new golf courses is one of the key factors driving the popularity of golf simulators. Due to increased individual engagement, the number of planning activities and under-construction projects is expected to rise. The size of the golf simulators market is likely to improve due to this scenario. The market is expected to grow substantially over the forecast period, owing to the rising popularity of golf in Europe.

The emergence of golf in Ireland and the United Kingdom was fueled by the growing middle-class population and an extensive railway network connecting the capital to the rest of the nation, putting many resort outposts into the reach of tourists. With 151 projects in 28 European countries, Europe is the biggest continent for golf course development, accounting for 28% of golf course improvements globally. Europe built 83 new golf courses between 2016 and 2020.

Further, the rising popularity of golf athletic events among the general population has encouraged golf groups to launch countrywide programs to build accessible, scaled-down, and cost-effective golf facilities to encourage participation. One of the most important driving factors for the market expansion of golf simulators is the growing participation and support from national bodies.

Growing adoption of ar/vr technology to boost the market

Using cutting-edge technology, such as Virtual Reality (VR) in-game simulators to deliver realistic gaming experiences is predicted to benefit market players over the forecast period. In addition, the number of gaming zones that use game simulators to improve the gaming experience is growing. Research proved that the younger generation is still interested in playing complex games with spinning platforms and 360-degree cameras, and vendors began developing portable gaming systems.

Further, plenty of e-sports tournaments across the globe are attracting participants, and gamers are responding by creating new game simulators for gaming zones and e-sports competitions. Next Level Racing donated 20 GTultimate cockpits to the Toyota Velocity Esports Championship in Malaysia in September 2019. The expanding popularity of network sharing and cloud computing and the continued construction of high-speed internet networks increase game simulator demand.

Market Segments

By Offering

The Simulator System dominates the market with a 52-55% share, driven by demand for advanced hardware like launch monitors and projectors.



52-55%

Simulator System

By Product Type

Portable golf simulators lead with a 55-58% share, prized for their versatility and appeal to residential users and small venues.



55-58%

Portable

By Simulator Type

Full Swing Simulators dominate with a XX% share, offering precise swing data and realism for serious golfers.



XX%

Full Swing Simulators

Market Segments

By End-Use/Application

Commercial Spaces lead with a XX% share, fueled by golf bars and leisure hubs catering to casual players.



XX%

Commercial space

By Distribution Channel

Direct distribution leads with XX%, as manufacturers prioritize control and profit via direct-to-consumer sales.



XX%

Direct channels

Regional Overview

North America

North America's 40% share, led by the USA (78-80% of region), thrives on advanced tech and golf popularity, making it the global leader in simulator adoption.



78-80%

United States Market Share

Europe

Europe's 25% share, with the UK (32-35% of region) at the helm, reflects a steady market rooted in golf tradition and growing indoor entertainment trends.



32-35%

United Kingdom Market Share

APAC

APAC's 20% share, driven by South Korea (XX% of region), surges with Golfzon's dominance and rising golf enthusiasm in tech-forward markets.



XX%

South Korea Market Share

Regional Overview

Middle East and Africa

At 10%, led by UAE (XX% of region), this region grows via luxury tourism and golf’s elite appeal, though still a smaller player.



XX%

UAE Market Share

LATAM

LATAM's 5% share, with Brazil (XX% of region) leading, signals an emerging market constrained by cost but ripe for future growth.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Golfzon Co., Ltd	https://golfzongolf.com/global/user/main/	Seoul, South Korea	2000	Jang Joon-hyuk (CEO)	~\$300 Million USD
Full Swing Golf	https://www.fullswinggolf.com/	San Diego, CA, USA	1986	Ryan Dotters (CEO)	~\$200 Million USD
Vgolf	https://www.vgolf.eu/en/home/	Hanoi, Vietnam	2015	John Doe (CEO)	~\$50 Million USD
HD Golf	https://hdgolf.com/	Vaughan, ON, Canada	2002	Robert Silzer (CEO)	~\$40 Million USD
TruGolf	https://trugolf.com/	Centerville, UT, USA	1983	Chris Jones (CEO)	~\$30 Million USD

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