

## **AR/VR Chip Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-10-15 | 145 pages | IMARC Group

### **AVAILABLE LICENSES:**

- Electronic (PDF) Single User \$2499.00
- Five User Licence \$3499.00
- Enterprisewide License \$4499.00

### **Report description:**

Market Overview:

The global AR/VR chip market size reached US\$ 3.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 13.0 Billion by 2028 exhibiting a growth rate (CAGR) of 21.55% during 2023-2028.

Augmented reality (AR) and virtual reality (VR) chips are electronic circuits installed in various devices. AR refers to a technology that seamlessly merges the real world with virtual objects to support realistic, intelligent, and personalized experiences. On the other hand, VR is a computer-generated simulation to facilitate interaction between an artificial three-dimensional (3D) environment. AR/VR chips are manufactured using silicon, plastic, and metal wires to create the layers of the circuit. These chips are widely used in handheld devices, head-up, head-mounted displays (HMDs), gesture tracking devices, and projector and display walls. As a result, AR/VR chips find extensive applications across the gaming, aerospace and defense, education and entertainment, and media industries.

AR/VR Chip Market Trends:

The rising product utilization in the gaming and entertainment industries across the globe is creating a positive outlook for the market. AR/VR chips are widely used in sensor-based games to control electronic signals via a semiconductor. Additionally, the increasing number of gaming features in smartphones and other devices to enhance the overall user interface experience is acting as another growth-inducing factor. Moreover, the widespread adoption of AR/VR chips in the healthcare industry to train students, nurses, and other medical professionals by providing valuable tools for training medical personnel without jeopardizing or endangering one's life is favoring the market growth. Apart from this, the increasing product demand for HMDs and goggles with 360-degree viewing capabilities to offer superior vision, high-resolution visuals, and 3D viewing is providing an impetus to the market growth. Furthermore, the rising product utilization in civil aviation or military applications to establish a virtual environment to train pilots and understand and confront difficulties through strategic mapping is positively influencing the market

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

growth. Other factors, including extensive research and development (R&D) activities, rising expenditure capacities of consumers, and growing product demand in the education industry, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global AR/VR chip market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on chip type, device type and end user.

#### Breakup by Chip Type:

- Processor ICs
- User Interface ICs
- Power Management IC

#### Breakup by Device Type:

- Head Mounted Display
- Gesture Tracking Device
- Projector and Display Wall
- Head Up Display
- Handheld Device

#### Breakup by End User:

- Gaming
- Entertainment and Media
- Aerospace and Defense
- Healthcare
- Others

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Advanced Micro Devices Inc., Broadcom Inc., Intel Corporation, MediaTek Inc., Nvidia Corporation, Qualcomm Incorporated and Spectra7 Microsystems.

#### Key Questions Answered in This Report

1. What was the size of the global AR/VR chip market in 2022?
2. What is the expected growth rate of the global AR/VR chip market during 2023-2028?
3. What are the key factors driving the global AR/VR chip market?
4. What has been the impact of COVID-19 on the global AR/VR chip market?
5. What is the breakup of the global AR/VR chip market based on the chip type?
6. What is the breakup of the global AR/VR chip market based on the device type?
7. What is the breakup of the global AR/VR chip market based on the end user?
8. What are the key regions in the global AR/VR chip market?
9. Who are the key players/companies in the global AR/VR chip market?

#### Table of Contents:

|       |                          |
|-------|--------------------------|
| 1     | Preface                  |
| 2     | Scope and Methodology    |
| 2.1   | Objectives of the Study  |
| 2.2   | Stakeholders             |
| 2.3   | Data Sources             |
| 2.3.1 | Primary Sources          |
| 2.3.2 | Secondary Sources        |
| 2.4   | Market Estimation        |
| 2.4.1 | Bottom-Up Approach       |
| 2.4.2 | Top-Down Approach        |
| 2.5   | Forecasting Methodology  |
| 3     | Executive Summary        |
| 4     | Introduction             |
| 4.1   | Overview                 |
| 4.2   | Key Industry Trends      |
| 5     | Global AR/VR Chip Market |
| 5.1   | Market Overview          |
| 5.2   | Market Performance       |
| 5.3   | Impact of COVID-19       |
| 5.4   | Market Forecast          |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6Market Breakup by Chip Type
  - 6.1Processor ICs
    - 6.1.1 Market Trends
    - 6.1.2 Market Forecast
  - 6.2User Interface ICs
    - 6.2.1 Market Trends
    - 6.2.2 Market Forecast
  - 6.3Power Management IC
    - 6.3.1 Market Trends
    - 6.3.2 Market Forecast
- 7Market Breakup by Device Type
  - 7.1Head Mounted Display
    - 7.1.1 Market Trends
    - 7.1.2 Market Forecast
  - 7.2Gesture Tracking Device
    - 7.2.1 Market Trends
    - 7.2.2 Market Forecast
  - 7.3Projector and Display Wall
    - 7.3.1 Market Trends
    - 7.3.2 Market Forecast
  - 7.4Head Up Display
    - 7.4.1 Market Trends
    - 7.4.2 Market Forecast
  - 7.5Handheld Device
    - 7.5.1 Market Trends
    - 7.5.2 Market Forecast
- 8Market Breakup by End User
  - 8.1Gaming
    - 8.1.1 Market Trends
    - 8.1.2 Market Forecast
  - 8.2Entertainment and Media
    - 8.2.1 Market Trends
    - 8.2.2 Market Forecast
  - 8.3Aerospace and Defense
    - 8.3.1 Market Trends
    - 8.3.2 Market Forecast
  - 8.4Healthcare
    - 8.4.1 Market Trends
    - 8.4.2 Market Forecast
  - 8.5Others
    - 8.5.1 Market Trends
    - 8.5.2 Market Forecast
- 9Market Breakup by Region
  - 9.1North America
    - 9.1.1 United States
      - 9.1.1.1 Market Trends
      - 9.1.1.2 Market Forecast

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.1.2 Canada
  - 9.1.2.1 Market Trends
  - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
  - 9.2.1 China
    - 9.2.1.1 Market Trends
    - 9.2.1.2 Market Forecast
  - 9.2.2 Japan
    - 9.2.2.1 Market Trends
    - 9.2.2.2 Market Forecast
  - 9.2.3 India
    - 9.2.3.1 Market Trends
    - 9.2.3.2 Market Forecast
  - 9.2.4 South Korea
    - 9.2.4.1 Market Trends
    - 9.2.4.2 Market Forecast
  - 9.2.5 Australia
    - 9.2.5.1 Market Trends
    - 9.2.5.2 Market Forecast
  - 9.2.6 Indonesia
    - 9.2.6.1 Market Trends
    - 9.2.6.2 Market Forecast
  - 9.2.7 Others
    - 9.2.7.1 Market Trends
    - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends
    - 9.3.5.2 Market Forecast
  - 9.3.6 Russia
    - 9.3.6.1 Market Trends
    - 9.3.6.2 Market Forecast
  - 9.3.7 Others
    - 9.3.7.1 Market Trends
    - 9.3.7.2 Market Forecast

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.4Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast
- 10SWOT Analysis
  - 10.1Overview
  - 10.2Strengths
  - 10.3Weaknesses
  - 10.4Opportunities
  - 10.5Threats
- 11Value Chain Analysis
- 12Porters Five Forces Analysis
  - 12.1Overview
  - 12.2Bargaining Power of Buyers
  - 12.3Bargaining Power of Suppliers
  - 12.4Degree of Competition
  - 12.5Threat of New Entrants
  - 12.6Threat of Substitutes
- 13Price Analysis
- 14Competitive Landscape
  - 14.1Market Structure
  - 14.2Key Players
  - 14.3Profiles of Key Players
    - 14.3.1Advanced Micro Devices Inc.
      - 14.3.1.1 Company Overview
      - 14.3.1.2 Product Portfolio
      - 14.3.1.3 Financials
      - 14.3.1.4 SWOT Analysis
    - 14.3.2Broadcom Inc.
      - 14.3.2.1 Company Overview
      - 14.3.2.2 Product Portfolio
      - 14.3.2.3 Financials
      - 14.3.2.4 SWOT Analysis
    - 14.3.3Intel Corporation
      - 14.3.3.1 Company Overview
      - 14.3.3.2 Product Portfolio
      - 14.3.3.3 Financials

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 14.3.3.4 SWOT Analysis
- 14.3.4MediaTek Inc.
  - 14.3.4.1 Company Overview
  - 14.3.4.2 Product Portfolio
  - 14.3.4.3 Financials
  - 14.3.4.4 SWOT Analysis
- 14.3.5Nvidia Corporation
  - 14.3.5.1 Company Overview
  - 14.3.5.2 Product Portfolio
  - 14.3.5.3 Financials
  - 14.3.5.4 SWOT Analysis
- 14.3.6Qualcomm Incorporated
  - 14.3.6.1 Company Overview
  - 14.3.6.2 Product Portfolio
  - 14.3.6.3 Financials
  - 14.3.6.4 SWOT Analysis
- 14.3.7Spectra7 Microsystems
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## AR/VR Chip Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-10-15 | 145 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                      | Price     |
|----------------|------------------------------|-----------|
|                | Electronic (PDF) Single User | \$2499.00 |
|                | Five User Licence            | \$3499.00 |
|                | Enterprisewide License       | \$4499.00 |
|                |                              | VAT       |
|                |                              | Total     |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-05-06"/> |
|               |                      | Signature                     |   |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com





**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)