

Immersive VR Market Market by Head-Mounted Displays (HMDs), Gesture Tracking Devices, Display Walls & Projectors, Sensors, Semiconductor Components, Position & Room Trackers, Displays and Cameras - Global Forecast to 2029

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Report description:

The global immersive VR market was valued at USD 10.1 billion in 2024 and is projected to reach USD 34.9 billion by 2029; it is expected to register a CAGR of 28.0% during the forecast period. Increasing integration of immersive VR technology in training & simulation in sectors such as enterprise (manufacturing), healthcare, and aerospace & defense, rising demand for fully immersive experiences in gaming & entertainment, and advancements in display technologies such as OLEDoS to drive the market growth.

"The Head-mounted Display (HMD's) segment is expected to grow at the highest CAGR during the forecast period."

During the forecast period, the Head-mounted Display (HMD) segment is anticipated to expand at the highest CAGR. Immersive VR gears are rising in popularity owing to the use of HMDs in entertainment and gaming. Gamers and entertainment enthusiasts can enter deep, interactive virtual worlds using immersive VR head-mounted displays, where they can explore, engage with virtual things, and play games that feel remarkably real. Thus, advances in this field have been accelerated by the formation of an expanding ecosystem of immersive VR content, as well as by the growth in funding and adoption of immersive VR head-mounted displays.

The software segment is likely to lead the immersive VR market during the forecast period

It is anticipated that the software segment would lead the market during the forecast period. The expansion is ascribed to immersive VR software finding uses outside of entertainment and games. Immersive VR is being used increasingly for training, simulations, and product design in sectors like healthcare, education, retail, and automotive. Immersive VR software generates virtual worlds that allow users to explore, interact, and manipulate various objects.

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"The North America segment is likely to grow at the second highest CAGR during the forecast period."

The market in North America is expected to witness the second-highest CAGR during the forecast period. Adoption of immersive VR technology in various sectors especially in consumer application is expected to propel regional growth. Sectors like aerospace & defense, healthcare, consumer goods, and commercial industries are increasingly adopting immersive VR technologies for further advancements. Furthermore, the presence of established players offering immersive VR hardware and software in North America is expected to further strengthen its position in the overall market.

Breakdown of primaries

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

- By Company Type - Tier 1 - 35%, Tier 2 - 45%, Tier 3 - 20%
- By Designation- C-level Executives - 40%, Directors - 30%, Others - 30%
- By Region-North America - 40%, Europe - 20%, Asia Pacific - 30%, RoW - 10%

The immersive VR market is dominated by a few globally established players such as Meta (US), Sony Group Corporation (Japan), HTC Corporation (Taiwan), ByteDance (China), DPVR (China), Samsung Electronics Co., Ltd. (South Korea), Microsoft (US), Unity Technologies (US), Barco (Belgium), and Penumbra, Inc. (US), and The study includes an in-depth competitive analysis of these key players in the immersive VR market, with their company profiles, recent developments, and key market strategies.

Research Coverage:

The report segments the immersive VR market and forecasts its size by technology, offering, device type, application, and region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions-North America, Europe, Asia Pacific, and RoW. Supply chain analysis has been included in the report, along with the key players and their competitive analysis in the immersive VR ecosystem.

Key Benefits to Buy the Report:

- Analysis of key drivers (Rapid adoption of digital technologies in healthcare and gaming & entertainment sectors, Growing popularity of the Metaverse, Technological advances such as emergence of OLEDoS display technology, Ease of availability of immersive VR content creation tools). Restraint (High energy consumption and latency issues, Health concerns associated with excessive use of immersive VR devices), Opportunity (Continuous developments in 5G technology, Increasing adoption in the education sector), Challenges (Lack of high-quality immersive experience, Requirement for additional gears for full immersion)
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the immersive VR market.
- Market Development: Comprehensive information about lucrative markets - the report analyses the immersive VR market across varied regions
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the immersive VR market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Meta (US), Sony Group Corporation (Japan), HTC Corporation (Taiwan), ByteDance (China), DPVR (China), Samsung Electronics Co., Ltd. (South Korea), Microsoft (US), Unity Technologies (US), Barco (Belgium), and Penumbra, Inc. (US) among others in the immersive VR market.

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