

VR in Gaming - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The VR in Gaming Market is expected to register a CAGR of 32.75% during the forecast period.

VR gaming involves a 3D environment that enables the user on a computing device, with the help of a mouse, touch screen, and other components, to feel the physical presence in the game settings. The various accessories associated with VR technology, such as virtual reality headsets, wrap-around display screens, virtual reality rooms equipped with wearable computers, and sensory components, enable gamers to interact, view and move around the objects in the game setting. According to a worldwide survey of technology company executives, startup founders, investors, and consultants, 59% of respondents believe gaming will dominate the investment in VR technology development.

Moreover, VR gaming provides interaction and communication to gamers in the game environment, attracting more children's and gamers, thus driving the market's growth. According to 3Dinsider, more than 64% of active VR users believe that gaming has the highest potential to benefit from advances in VR technology.

The market is creating various jobs related to VR gaming, such as game designers, producers, programmers, artists, business, sales, and marketing roles.

VR headset is gaining traction across the market due to their specific application for games, such as HTC Vive and PlayStation VR. Also, in November last year, Sony Interactive Entertainment announced that PlayStation VR2, a new virtual reality (VR) system for the PlayStation 5 platform, would be released.

With the outbreak of COVID-19, the market for VR gaming witnessed a significant increase in adoption as most countries enforced

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lockdowns, and people were spending their time on VR gaming during the lockdown.

Many VR gaming providers, such as HTC Viveport, provide games with multiple features. For instance, Viveport Infinity's annual subscription had a 75% off, taking it down from USD 107.88 per year to USD 27.

In October last year, Meta confirmed the launch of a new VR headset. This product would have new capabilities enabled by eye tracking and face tracking, like the capacity to make 'eye contact in virtual reality.'

Virtual Reality in Gaming Market Trends

Premium Mobile Platform Contributing to the Growth of Market

- Mobile virtual reality (VR) gaming is the most affordable experience for consumers who want to explore VR gaming without spending a substantial amount of money. Also, the portability and massive install base of smartphone users across the world are leading to its widespread adoption. According to Plink, there are about 2.2 billion mobile gamers worldwide.
- With the increasing number of mobile gamers, the mobile VR gaming market is expected to gain significant traction as players offer various accessories, such as a head-mounted display, for a smooth VR gaming experience for mobile-based gamers.
- The most widely known VR headsets for mobile phones are Samsung Gear and Google Daydream. The lower price compared to console and PC headsets and mobile headsets are often bundled with premium phones are vital factors driving the market.
- Moreover, 5G technologies are also driving the mobile-based VR gaming market. For instance, in February last year, HTC announced Viverse, a metaverse environment that includes its 5G products, Vive VR devices, associated efforts, and partners such as ENGAGE and VRChat.
- While VR for mobile gaming currently provides a less immersive experience than console and PC-based VR, its adoption is expected to increase during the forecast period due to a range of technological advancements in the mobile VR environment. Also, with the growth of smartphones, there is massive potential for the VR gaming market during the forecast period.

Asia-Pacific Region to Witness Significant Growth

- Asia-Pacific is expected to hold a significant share owing to the presence of large and several emerging economies, such as India and China, along with the rising acceptance of virtual reality devices in the region. This is, in turn, expected to encourage industry players to invest in VR gaming in the region.
- Due to the rising adoption of VR technology in the country, China is expected to account for a prominent share of the region. Also, the Chinese market for VR is expected to increase due to increased government policy support and the rolling out of technologies, such as 5G, in the country. According to the industry regulator, China's virtual reality (VR) market is forecast to expand significantly.
- Also, many regional players are building new games with more realistic in-game features that drive the market.
- Virtuleap launched the Enhance VR brain training app in China in partnership with the HTC Viveport China team. Enhance VR offers a daily workout of mini-games designed to assess and train different cognitive skills such as memory, problem-solving, flexibility, speed, motor skills, spatial orientation, and spatial audio awareness.

Virtual Reality in Gaming Industry Overview

Virtual reality in gaming is a consolidated market, owing to the presence of many large players. The market is consolidated with

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the key players adopting strategies, such as product innovation, to stay ahead of the competition. Some of the players in the market are Oculus VR (Facebook Technologies LLC), HTC Vive, Nintendo Co Limited, and Microsoft Corporation.

In January 2022, Nintendo announced that the company would release its Switch OLED model in mainland China. The Switch OLED launched internationally in 2021, and now the company plans to launch it in China.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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