

## **Augmented Reality And Mixed Reality - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-07-01 | 120 pages | Mordor Intelligence

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### **Report description:**

Augmented Reality And Mixed Reality Market Analysis

The Augmented Reality And Mixed Reality Market size is estimated at USD 256.91 billion in 2025, and is expected to reach USD 998.14 billion by 2030, at a CAGR of 31.19% during the forecast period (2025-2030).

Commercial deployment of 5G networks, sustained enterprise digital-transformation budgets, and rapid cost erosion in micro-OLED and waveguide displays are converting spatial-computing pilots into scaled roll-outs. Enterprises report measurable efficiency gains; for example, Mars Petcare cut coaching travel costs by 35% after pairing RealWear HMT-1 wearables with Microsoft Teams. Competitive momentum intensifies as Meta absorbs multi-year Reality Labs losses, Apple positions Vision Pro for premium spatial-computing, and a Samsung-Google-Qualcomm alliance races to a 2025 Android XR launch. The augmented reality and mixed reality market now sits at the intersection of hardware innovation, AI-assisted 3D content pipelines, and managed-services growth that encourages recurring-revenue models.

Global Augmented Reality And Mixed Reality Market Trends and Insights

5G and Edge-enabled Low-latency Experiences

Telcos now deliver sub-20 ms latency, enabling cloud-rendered visuals that lighten headsets and prolong battery life. Edge offloading lets lightweight glasses handle feature-rich content without thermal overload. Qualcomm's distributed compute patents

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allow devices to switch seamlessly between local and remote processing, matching power needs to network conditions. Multiplayer mixed-reality games now require up to 50 Mbps per player, pushing operators toward AR-specific service tiers. Time-sensitive industrial tasks such as remote equipment resets benefit from near-instant holographic guidance, unlocking new enterprise contracts for network providers.

#### Mobile-first AR Adoption in Gaming and Retail

Smartphone AR lowers entry barriers, evidenced by Pokemon GO surpassing USD 8 billion lifetime revenue. Retailers leverage virtual try-ons; Sephora's facial-recognition-enabled Virtual Artist drives higher cart conversion while lowering return rates. IKEA's Place app lets buyers assess furniture fit in actual rooms, reducing size-related returns. Google broadened AR beauty try-ons to mobile browsers, lifting interaction rates for 50+ brands by 10%. The mobile channel nurtures user familiarity that later transitions to headset adoption, reinforcing the augmented reality and mixed reality market's funnel from phones to wearables.

#### High Upfront Cost of Professional HMDs

Premium pricing restricts volume deployment. Apple Vision Pro's tag surpasses USD 3,000, forcing firms to stage adoption in pilot waves. Sony trimmed PlayStation VR2 prices yet paused production after excess inventory underscored sensitivity to cost. HTC targets niche enterprise users willing to justify USD 999 Vive Focus Vision through ROI analytics. Meta's cumulative Reality Labs losses signal the struggle to pair technological ambition with affordable consumer SKUs. Vendors focus on scale economies in optics and SoCs to cross critical pricing thresholds that unlock wider addressable markets.

Other drivers and restraints analyzed in the detailed report include:

Enterprise Demand for Immersive Training and Remote Support / Vision Pro-driven Spatial-computing Investment / Privacy and Data-Security Concerns /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Hardware retained 61% of revenue in 2024 as premium headsets and optics remain capital-heavy. In monetary terms, the augmented reality and mixed reality market size for hardware approached USD 156 billion, reflecting continued enterprise spending on Vision Pro, Quest Pro, and HoloLens. Meanwhile, services posted the highest 32.5% CAGR, underlining migration to subscription-oriented support, content-authoring, and device-management offerings.

Growth in managed services mirrors cloud-software trajectories. ArborXR offers fleet-management subscriptions across multi-brand VR, reducing IT complexity for large roll-outs. System integrators bundle content libraries, analytics, and on-call troubleshooting into predictable OPEX, shifting cost discussions from hardware outlay to total-solution payback. As micro-OLED costs fall, hardware revenue may dilute proportionally, yet services will compound, keeping the augmented reality and mixed reality market on a recurring-revenue footing.

Stand-alone HMDs commanded 48% of spend in 2024, equivalent to nearly half of the augmented reality and mixed reality market size for devices. However, smart glasses are forecast at a 33% CAGR as waveguide miniaturization moves products toward everyday eyewear weight. Industry prototypes such as Meta Orion deliver 70-degree FOV while meeting under-85-gram targets, a tipping point for day-long wearability.

Samsung-Google's Project Moohan blends transparent displays with Gemini AI, focusing on heads-up information rather than

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full-occlusion immersion. Consumers gravitate to lighter form factors in social settings, while enterprises favor glasses for safety-helmet integration and line-of-sight workflows. As supply chains stabilize, the mix will pivot toward glasses, reshaping developer priorities and marketing narratives across the augmented reality and mixed reality market.

The Augmented Reality and Mixed Reality Market Report is Segmented by Component (Hardware, Software, and Services), Device Type (Stand-Alone Head-Mounted Display [HMD], Tethered/Console-linked HMD, and More), End-User Industry (Gaming and Entertainment, Healthcare, Education and Training, Retail and E-Commerce, and More), Application (Remote Collaboration and Assistance, Design and Visualization, and More), and Geography.

### Geography Analysis

North America continues to supply the bulk of platform software and venture capital. Early enterprise roll-outs confirmed ROI in logistics, field service, and healthcare, anchoring repeat orders despite macro uncertainty. Regulatory clarity on export controls and IP safeguards attracts overseas firms to form R&D centers in Silicon Valley and Seattle. Yet unit growth has slowed as first-wave adopters mature and procurement moves into replacement cycles.

Asia Pacific's expansion outpaces the global average. Pro-innovation industrial policies and concentrated display manufacturing compress time-to-market for new optics. Telcos in South Korea and Japan monetize 5G-based XR subscriptions, fueling consumer awareness. Start-ups enjoy government grants that cover up to 50% of pilot costs, accelerating enterprise proof-of-concepts. Rising disposable income among middle-class consumers further elevates AR shopping and gaming uptake.

Europe balances opportunity with caution. Industrial companies leverage AR for predictive maintenance within established automation architectures, while healthcare systems pilot remote-surgery visualization. However, GDPR-driven consent workflows add development overhead. Firms that demonstrate privacy-by-design earn trust and win tenders across rail, energy, and defense. Subsidies from the Digital Europe Programme target cross-border standards alignment, aiming to lower fragmentation over the coming decade.

### List of Companies Covered in this Report:

Meta Platforms Inc. / Microsoft Corporation / Apple Inc. / Google LLC / Samsung Electronics Co. Ltd. / Sony Group Corporation / Magic Leap Inc. / Vuzix Corporation / Niantic Inc. / PTC Inc. / Ultraleap Ltd. / HTC Corporation / RealWear Inc. / Lenovo Group Ltd. / Seiko Epson Corporation / Atheer Inc. / Varjo Technologies Oy / Pico Interactive (BYTdance) / HP Development Company LP / AsusTek Computer Inc. / Acer Inc. / Dell Technologies Inc. / Qualcomm Technologies Inc. / Trimble Inc. / Snap Inc. /

### Additional Benefits:

The market estimate (ME) sheet in Excel format /

3 months of analyst support /

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