

Virtual Tour Market By Type (360 Virtual Tour, 3D Virtual Tour, Virtual Reality Tour), By Application (Tourism, Real Estate, Art gallery and museum, Others): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The global virtual tour market was valued at \$0.96 billion in 2023, and is projected to reach \$17.88 billion by 2035, registering a CAGR of 27.9% from 2024 to 2035. The adoption of virtual tours in the real estate and property industries has led to a significant surge in market demand for virtual tour services. Virtual tours have changed the way properties are marketed and viewed by offering immersive and interactive experiences to potential buyers and renters. These virtual tours allow individuals to explore properties remotely, providing a comprehensive understanding of the layout, design, and features without the need for physical visits. This convenience is particularly appealing in today's fast-paced world, where time constraints and geographic limitations can hinder traditional property viewings. Moreover, virtual tours in real estate offer numerous benefits to both buyers and sellers. For buyers, virtual tours enable them to narrow down their options and shortlist properties more efficiently, saving time and effort. On the other hand, sellers benefit from increased visibility and engagement, as virtual tours attract a broader audience of prospective buyers, including those who may be relocating from other cities or countries. The immersive nature of virtual tours also helps to create emotional connections with properties, increasing the likelihood of inquiries and offers. As a result, the integration of virtual tours within the real estate and property sectors continues to fuel the expansion of the virtual tour market, with sustained demand anticipated in the coming years. However, the potential for motion sickness or discomfort among users in VR experiences acts as a significant restraint to the widespread adoption of virtual tours. Symptoms such as nausea and disorientation are expected to discourage users,

especially those prone to motion sickness, from engaging with VR content. As a result, such limitation reduces the market demand for virtual tours across various sectors, including real estate, tourism, and education. Moreover, addressing motion sickness requires careful design considerations and optimization of virtual environments, which may increase development costs and complexity for the market operators. Thus, the persistent risk of motion-related discomfort restricts the market growth and hampers the broader adoption of VR technology for immersive tour experiences. Furthermore, promoting eco-tourism through virtual nature tours presents a significant opportunity for the virtual tour market. By offering immersive experiences of natural environments, virtual tours can raise awareness about conservation efforts and fragile ecosystems. These virtual tours provide an accessible and sustainable alternative to traditional tourism, reducing carbon footprints and minimizing environmental impact. In addition, virtual tours allow individuals with physical limitations or mobility challenges to experience the beauty of nature from the comfort of their homes. Leveraging VR technology, eco-tourism initiatives can reach a global audience, inspiring people to appreciate and protect the natural world for future generations. The virtual tours market is segmented into type, application, and region. On the basis of type, the market is categorized into 360 virtual tour, 3D virtual tour, and virtual reality tour. By application, it is segregated into tourism, real estate, art gallery & museums, and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Spain, Russia, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Indonesia, Malaysia, and rest of Asia-Pacific), Latin America (Brazil, Argentina, Colombia, and rest of Latin America), and Middle East and Africa (GCC, South Africa, and rest of Middle East and Africa). The major players operating in the global virtual tours market are Pan Sixty, MI 360, 360 Pan VR Solutions Private Limited, 360 Imagery, Exsight 360, Blue Raven Studios, Invision Studio, Inc., Starts360, TourVista, and Eye Revolution Ltd.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the virtual tour market analysis from 2023 to 2035 to identify the prevailing virtual tour market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the virtual tour market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global virtual tour market trends, key players, market segments, application areas, and market growth strategies.

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End user preferences and pain points

Product Life Cycle

Supply Chain Analysis & Vendor Margins

Technology Trend Analysis

Consumer Preference and Product Specifications

Market share analysis of players by products/segments

Regulatory Guidelines

Additional company profiles with specific client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

SWOT Analysis

Key Market Segments

By Type

360 Virtual Tour

3D Virtual Tour

Virtual Reality Tour

By Application

Tourism

Real Estate

Art gallery and museum

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Indonesia

Malaysia

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Colombia

Rest of Latin America

Middle East and Africa

Gcc

South Africa

Rest of Middle East And Africa

Key Market Players

Pan 3Sixty

MI 360

360 Pan

VR Solutions Private Limited

360 Imagery

Exsight 360

Blue Raven Studios

Invision Studio, Inc

Starts360

TourVista

Eye Revolution Ltd

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