

Global Immersive Marketing Market Size Study & Forecast, by Component, Technology, Application, End Use, User Engagement, Organization Size, and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/GDF683DC31D5EN.html>

Date: June 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GDF683DC31D5EN

Abstracts

The Global Immersive Marketing Market is valued at approximately USD 6.9 billion in 2024 and is expected to grow at a robust CAGR of 28.60% over the forecast period 2025–2035. As brands scramble to stay ahead in an era where digital fatigue and fragmented attention spans rule the consumer landscape, immersive marketing has surfaced as a revolutionary catalyst in experience-driven storytelling. Through the fusion of advanced technologies like Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), and 360-degree content, businesses are cultivating a new wave of interaction that is not only hyper-personalized but emotionally resonant. These marketing ecosystems are no longer confined to novelty—they are influencing real consumer behavior, increasing dwell time, conversion rates, and long-term brand loyalty by transporting users into stories rather than merely narrating them.

The surge in demand is further fueled by a shift from passive digital engagement to interactive, experiential marketing. Businesses are leveraging immersive content to conduct virtual product trials, host branded metaverse events, build sensory-rich digital showrooms, and deploy gamified campaigns. These activations captivate consumers, allowing them to co-create, play, explore, and interact with the brand's essence in real-time. Such approaches are proving particularly effective for sectors like retail, automotive, real estate, entertainment, and tourism. The availability of cost-effective 3D modeling tools and mobile-optimized AR SDKs is enabling even startups and SMEs to launch immersive campaigns without burning through their budgets. This democratization of immersive capabilities is catalyzing widespread adoption and innovation.

From a regional standpoint, North America currently leads the immersive marketing revolution, backed by tech-savvy consumers, early enterprise adopters, and strong integration with social media and e-commerce platforms. The United States, in particular, is seeing exponential growth as major tech giants and ad agencies invest heavily in metaverse experiences, AI-driven personalization engines, and immersive content studios. Europe is rapidly catching up, with countries like the UK, France, and Germany emphasizing experiential retail and cultural storytelling through AR/VR. Meanwhile, the Asia Pacific region is poised for the fastest growth, fueled by mobile-first consumers, increasing 5G penetration, and innovative campaigns in markets like China, South Korea, and India. Governments across APAC are also supporting AR/VR start-ups and digital creative hubs, which is adding significant momentum to the immersive marketing wave.

Major market player included in this report are:

Meta Platforms Inc.

Google LLC

Adobe Inc.

Microsoft Corporation

Unity Technologies

Amazon Web Services

Snap Inc.

Apple Inc.

Niantic Inc.

Magic Leap Inc.

Shopify Inc.

HTC Corporation

Autodesk Inc.

PTC Inc.

Epic Games Inc.

Global Immersive Marketing Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Component:

Global Immersive Marketing Market Size Study & Forecast, by Component, Technology, Application, End Use, User...

Hardware

Software

Services

By Technology:

Augmented Reality (AR)

Virtual Reality (VR)

Mixed Reality (MR)

360-Degree Video

Artificial Intelligence (AI)

By Application:

Advertising & Branding

Customer Experience Design

Product Visualization

Events & Sponsorship

By End Use:

Retail & E-commerce

Automotive

Real Estate

Media & Entertainment

Travel & Tourism

Healthcare

Education

By User Engagement:

Active Engagement

Passive Engagement

By Organization Size:

Small and Medium-Sized Enterprises (SMEs)

Large Enterprises

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL IMMERSIVE MARKETING MARKET REPORT SCOPE & METHODOLOGY

- 1.1 Research Objective
- 1.2 Research Methodology
 - 1.2.1 Forecast Model
 - 1.2.2 Desk Research
 - 1.2.3 Top-Down and Bottom-Up Approach
- 1.3 Research Attributes
- 1.4 Scope of the Study
 - 1.4.1 Market Definition
 - 1.4.2 Market Segmentation
- 1.5 Research Assumption
 - 1.5.1 Inclusion & Exclusion
 - 1.5.2 Limitations
 - 1.5.3 Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1 CEO/CXO Standpoint
- 2.2 Strategic Insights
- 2.3 ESG Analysis
- 2.4 Key Findings

CHAPTER 3. GLOBAL IMMERSIVE MARKETING MARKET FORCES ANALYSIS

- 3.1 Market Forces Shaping The Global Immersive Marketing Market (2024–2035)
- 3.2 Drivers
 - 3.2.1 Proliferation of AR/VR Technologies
 - 3.2.2 Shift Towards Experience-Driven Campaigns
- 3.3 Restraints
 - 3.3.1 High Deployment and Integration Costs
 - 3.3.2 Data Privacy and Security Concerns
- 3.4 Opportunities
 - 3.4.1 Integration with 5G and Edge Computing
 - 3.4.2 Customizable, SME-Focused Immersive Solutions

CHAPTER 4. GLOBAL IMMERSIVE MARKETING INDUSTRY ANALYSIS

4.1 Porter's Five Forces Model

- 4.1.1 Bargaining Power of Buyers
- 4.1.2 Bargaining Power of Suppliers
- 4.1.3 Threat of New Entrants
- 4.1.4 Threat of Substitutes
- 4.1.5 Competitive Rivalry

4.2 Porter's Five Forces Forecast Model (2024–2035)

4.3 PESTEL Analysis

- 4.3.1 Political
- 4.3.2 Economical
- 4.3.3 Social
- 4.3.4 Technological
- 4.3.5 Environmental
- 4.3.6 Legal

4.4 Top Investment Opportunities

4.5 Top Winning Strategies (2025)

4.6 Market Share Analysis (2024–2025)

4.7 Global Pricing Analysis and Trends 2025

4.8 Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY COMPONENT 2025–2035

5.1 Market Overview

5.2 Hardware

- 5.2.1 Top Countries Breakdown Estimates & Forecasts, 2024–2035
- 5.2.2 Market Size Analysis, by Region, 2025–2035

5.3 Software

- 5.3.1 Top Countries Breakdown Estimates & Forecasts, 2024–2035
- 5.3.2 Market Size Analysis, by Region, 2025–2035

5.4 Services

- 5.4.1 Top Countries Breakdown Estimates & Forecasts, 2024–2035
- 5.4.2 Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY TECHNOLOGY 2025–2035

- 6.1 Market Overview
- 6.2 Augmented Reality (AR)
 - 6.2.1 Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.2.2 Market Size Analysis, by Region, 2025–2035
- 6.3 Virtual Reality (VR)
 - 6.3.1 Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.3.2 Market Size Analysis, by Region, 2025–2035
- 6.4 Mixed Reality (MR)
- 6.5 360-Degree Video
- 6.6 Artificial Intelligence (AI)

CHAPTER 7. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY APPLICATION 2025–2035

- 7.1 Market Overview
- 7.2 Advertising & Branding
- 7.3 Customer Experience Design
- 7.4 Product Visualization
- 7.5 Events & Sponsorship

CHAPTER 8. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY END USE 2025–2035

- 8.1 Market Overview
- 8.2 Retail & E-commerce
- 8.3 Automotive
- 8.4 Real Estate
- 8.5 Media & Entertainment
- 8.6 Travel & Tourism
- 8.7 Healthcare
- 8.8 Education

CHAPTER 9. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY USER ENGAGEMENT 2025–2035

- 9.1 Market Overview
- 9.2 Active Engagement
- 9.3 Passive Engagement

CHAPTER 10. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY ORGANIZATION SIZE 2025–2035

- 10.1 Market Overview
- 10.2 Small and Medium-Sized Enterprises (SMEs)
- 10.3 Large Enterprises

CHAPTER 11. GLOBAL IMMERSIVE MARKETING MARKET SIZE & FORECASTS BY REGION 2025–2035

- 11.1 Global Market, Regional Snapshot
- 11.2 Top Leading & Emerging Countries
- 11.3 North America Market
 - 11.3.1 U.S. Market
 - 11.3.2 Canada Market
- 11.4 Europe Market
 - 11.4.1 UK Market
 - 11.4.2 Germany Market
 - 11.4.3 France Market
 - 11.4.4 Spain Market
 - 11.4.5 Italy Market
 - 11.4.6 Rest of Europe Market
- 11.5 Asia Pacific Market
 - 11.5.1 China Market
 - 11.5.2 India Market
 - 11.5.3 Japan Market
 - 11.5.4 Australia Market
 - 11.5.5 South Korea Market
 - 11.5.6 Rest of Asia Pacific Market
- 11.6 Latin America Market
 - 11.6.1 Brazil Market
 - 11.6.2 Mexico Market
- 11.7 Middle East & Africa Market
 - 11.7.1 UAE Market
 - 11.7.2 Saudi Arabia Market
 - 11.7.3 South Africa Market
 - 11.7.4 Rest of MEA Market

CHAPTER 12. COMPETITIVE INTELLIGENCE

- 12.1 Top Market Strategies
- 12.2 Meta Platforms Inc.
 - 12.2.1 Company Overview
 - 12.2.2 Key Executives
 - 12.2.3 Company Snapshot
 - 12.2.4 Financial Performance (Subject to Data Availability)
 - 12.2.5 Product/Services Port
 - 12.2.6 Recent Development
 - 12.2.7 Market Strategies
 - 12.2.8 SWOT Analysis
- 12.3 Google LLC
- 12.4 Adobe Inc.
- 12.5 Microsoft Corporation
- 12.6 Unity Technologies
- 12.7 Amazon Web Services
- 12.8 Snap Inc.
- 12.9 Apple Inc.
- 12.10 Niantic Inc.
- 12.11 Magic Leap Inc.
- 12.12 Shopify Inc.
- 12.13 HTC Corporation
- 12.14 Autodesk Inc.
- 12.15 PTC Inc.
- 12.16 Epic Games Inc.

List Of Tables

LIST OF TABLES

Table 1. Global Immersive Marketing Market, Report Scope
Table 2. Global Market Estimates & Forecasts by Region 2024–2035
Table 3. Global Market Estimates & Forecasts by Component 2024–2035
Table 4. Global Market Estimates & Forecasts by Technology 2024–2035
Table 5. Global Market Estimates & Forecasts by Application 2024–2035
Table 6. Global Market Estimates & Forecasts by End Use 2024–2035
Table 7. Global Market Estimates & Forecasts by User Engagement 2024–2035
Table 8. Global Market Estimates & Forecasts by Organization Size 2024–2035
Table 9. U.S. Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 10. Canada Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 11. UK Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 12. Germany Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 13. France Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 14. Spain Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 15. Italy Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 16. Rest of Europe Market Estimates & Forecasts, 2024–2035
Table 17. China Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 18. India Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 19. Japan Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 20. Australia Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 21. South Korea Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 22. Rest of Asia Pacific Estimates & Forecasts, 2024–2035
Table 23. Brazil Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 24. Mexico Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 25. UAE Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 26. Saudi Arabia Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 27. South Africa Immersive Marketing Market Estimates & Forecasts, 2024–2035
Table 28. Rest of MEA Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Fig 1. Global Immersive Marketing Market, Research Methodology
- Fig 2. Global Immersive Marketing Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Immersive Marketing Market, Key Trends 2025
- Fig 5. Global Immersive Marketing Market, Growth Prospects 2024–2035
- Fig 6. Global Immersive Marketing Market, Porter's Five Forces Model
- Fig 7. Global Immersive Marketing Market, PESTEL Analysis
- Fig 8. Global Immersive Marketing Market, Value Chain Analysis
- Fig 9. Market by Component, 2025 & 2035
- Fig 10. Market by Technology, 2025 & 2035
- Fig 11. Market by Application, 2025 & 2035
- Fig 12. Market by End Use, 2025 & 2035
- Fig 13. Market by User Engagement, 2025 & 2035
- Fig 14. Market by Organization Size, 2025 & 2035
- Fig 15. North America Market, 2025 & 2035
- Fig 16. Europe Market, 2025 & 2035
- Fig 17. Asia Pacific Market, 2025 & 2035
- Fig 18. Latin America Market, 2025 & 2035
- Fig 19. Middle East & Africa Market, 2025 & 2035
- Fig 20. Global Market, Company Market Share Analysis (2025)

I would like to order

Product name: Global Immersive Marketing Market Size Study & Forecast, by Component, Technology, Application, End Use, User Engagement, Organization Size, and Regional Forecasts 2025-2035

Product link: <https://marketpublishers.com/r/GDF683DC31D5EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GDF683DC31D5EN.html>