

Immersive Technology in Advertising Market - 2023-2032

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Abstracts

The Immersive Technology in Advertising Market was valued at US\$ 16.6 billion in 2023 and is anticipated to reach US\$ 153.8 billion by 2032, at a CAGR of 0.281 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Immersive Technology in Advertising Market.

This report delivers a comprehensive overview of the Immersive Technology in Advertising Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Immersive Technology in Advertising Market. The Immersive Technology in Advertising Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2032.

Immersive Technology in Advertising Market Scope:

By Technology

Augmented Reality (AR)

Virtual Reality (VR)

Mixed Reality (MR)

Extended Reality (XR)

By Deployment

Mobile Devices

Head-Mounted Displays

Smart Glasses

Kiosks

Web-Based Platforms

By Application

Product Visualization

Virtual Try-Ons

Gamified Advertisements

Location-Based Advertising

Social Media Filters

Others

By End-User

Retail & E-commerce

Media & Entertainment

Automotive

Healthcare

Travel & Tourism

Others

Key Players

Google LLC

Meta Platforms, Inc.

Microsoft Corporation

Apple Inc.

Snap Inc.

Unity Technologies

Sony Corporation

Samsung Electronics Co., Ltd.

NVIDIA Corporation

HTC Corporation

Major Highlights

This report delivers a comprehensive overview of the Immersive Technology in Advertising Market, with both quantitative and qualitative analyses, to help readers

develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Immersive Technology in Advertising Market. The Immersive Technology in Advertising Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2023–2032.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

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Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

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