

Global AR/VR SoC Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global AR/VR SoC market size will reach 948.53 Million USD in 2025 and is projected to reach 4,326.60 Million USD by 2032, with a CAGR of 24.21% (2025-2032). Notably, the China AR/VR SoC market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

AR/VR SoC (System on Chip) refers to an integrated circuit designed specifically to support augmented reality (AR) and virtual reality (VR) applications by combining various functionalities into a single chip. These SoCs typically include a powerful CPU, GPU, and specialized processors for handling tasks such as graphics rendering, image processing, motion tracking, and sensor fusion, all of which are critical for delivering immersive AR/VR experiences. By integrating multiple components, AR/VR SoCs reduce the overall size, power consumption, and cost of devices, while enhancing performance and efficiency. They are essential for mobile AR/VR headsets, smart glasses, and other wearable technologies, enabling smooth graphics, low-latency interactions, and high-quality visual experiences that are crucial for user engagement and satisfaction in immersive environments.

The major global manufacturers of AR/VR SoC include Qualcomm, MediaTek, Rockchip, Allwinner Technology, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong

competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of AR/VR SoC. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global AR/VR SoC market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the AR/VR SoC market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of AR/VR SoC industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of AR/VR SoC Include:

Qualcomm

MediaTek

Rockchip

Allwinner Technology

AR/VR SoC Product Segment Include:

VR SoC

AR SoC

AR/VR SoC Product Application Include:

Entertainment and Education

Healthcare

Others

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