

Virtual Reality: The Next Generation of Video Gaming

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Abstracts

Augmented and virtual reality gaming are anticipated to become the next major revolution in video gaming, and 2016 will be deciding year for the technology, as a series of long-anticipated headsets make their commercial debuts. This report analyses prospects for the development of augmented and virtual reality technology, with a focus on VR headsets, which are expected to dominate the next generation of video gaming devices, gaining mainstream adoption by 2019.

Euromonitor International's Virtual Reality: The Next Generation of Video Gaming global briefing offers a comprehensive guide to the Toys and Games market at an international level. It looks at both global and regional level performances as well as providing category and channel analysis. It identifies the leading companies and offers strategic analysis of key factors influencing the industry, new product developments as well as future trends and prospects.

Product coverage: Traditional Toys and Games, Video Games.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Toys and Games market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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