

Immersive Learning (VR/AR in Education) Market Size, Share, and Analysis, By Type (Residential, Commercial, Others), By Application (Urban, Suburban, Others), By End-User (Individuals, Enterprises, Government, Others), By Region (North America, Europe, Asia-Pacific, Middle East & Africa, and Latin America) and Regional Forecast 2026–2035

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Abstracts

Immersive Learning (VR/AR in Education) Market was valued at USD \$720 million in 2026 and is projected to reach USD \$6.19 billion by 2035, registering a CAGR of 27.0% across the forecast period. The Immersive Learning (VR/AR in Education) Market continues to expand as rising cross-industry adoption, expanding regulatory clarity, and growing capital investment across both developed and emerging markets reshape demand across the value chain.

“Residential is projected to hold the largest share of the Immersive Learning (VR/AR in Education) Market through 2035.” This segment continues to gain traction owing to strong existing adoption, favorable total cost of ownership, and vendors bundling advisory and integration services around it to lengthen customer relationships within the Immersive Learning (VR/AR in Education) Market.

“Individuals is likely to remain the leading end-user segment of the Immersive Learning (VR/AR in Education) Market.” Budget cycles among these buyers are lengthening as procurement teams weigh total cost of ownership more heavily than upfront price, reshaping how vendors package and price immersive learning (vr/ar in education) offerings for 2026-2035.

“Europe is projected to be the fastest-growing region in the immersive learning (vr/ar in education) market between 2026 and 2035.” Europe outpaces other regions on the back of supportive regulatory mandates, sustainability-linked procurement policies, and a mature industrial buyer base.

Market Segmentation:

By Type: Residential, Commercial, Others

By Application: Urban, Suburban, Others

By End-User: Individuals, Enterprises, Government, Others

By Region: North America, Europe, Asia-Pacific, Middle East & Africa, Latin America

This report on the Immersive Learning (VR/AR in Education) Market combines primary and secondary research, triangulated using a bottom-up and top-down approach. Secondary research (~55% of data inputs) drew on paid industry databases, company filings, regulatory data, and trade association statistics. Primary research (~45%) consisted of structured expert interviews with senior executives, product managers, and channel partners across the value chain, used to validate assumptions and surface trends not visible in published data.

Primary interviews substantiate the findings: By Company Type – Tier 1 39%, Tier 2 31%, Tier 3 30%; By Designation – C-level 31%, Directors 31%, Others 38%; By Region – North America 31%, Europe 28%, Asia Pacific 23%, Middle East & Africa 10%, South America 8%.

Key Players active in the Immersive Learning (VR/AR in Education) Market:

CBRE Group Inc.

JLL (Jones Lang LaSalle)

Booking Holdings Inc.

Airbnb Inc.

Expedia Group Inc.

Coursera Inc.

Pearson plc

Strategies observed across these players span product innovation, capacity expansion, and partnerships with channel and technology allies to defend share as new entrants emerge.

Research Coverage: The study defines, segments, and forecasts the Immersive Learning (VR/AR in Education) Market by type, application, end-user, and region, with qualitative insight into regulatory context, supply-chain dynamics, pricing trends, and competitive positioning.

Key Benefits of Buying the Report: (1) Identify growth pockets aligned with 2026-2035 demand signals across the Immersive Learning (VR/AR in Education) Market; (2) Understand the drivers and restraints shaping adoption through the forecast period; (3) Size opportunities in underpenetrated segments and geographies; (4) Anticipate execution risks tied to regulatory shifts and procurement-cycle timing.

Market Developments: The period 2026-2035 is characterized by consolidation among established players, rising investment from new entrants targeting adjacent price tiers, and growing buyer preference for vendors offering integrated, service-attached immersive learning (vr/ar in education) solutions.

Fatpos Global – Why You Should Purchase This Immersive Learning (VR/AR in Education) Market Report: Access decision-grade analytics built on triangulated primary and secondary research; benchmark competitors with comparative scorecards; and translate insights into sales narratives and partnership plays that improve win rates.

Contents

1. EXECUTIVE SUMMARY

- 1.1. Market Share Overview
- 1.2. Business Trends
- 1.3. Immersive Learning (VR/AR in Education) Market: Post-Pandemic & Macroeconomic Outlook
- 1.4. Key Trends
- 1.5. Segmentation Snapshot

2. RESEARCH METHODOLOGY

- 2.1. Research Objective
- 2.2. Research Approach
- 2.3. Data Sourcing and Methodology
- 2.4. Primary Research
- 2.5. Secondary Research
 - 2.5.1. Paid Sources
 - 2.5.2. Public Sources
- 2.6. Market Size Estimation and Data Triangulation

3. MARKET CHARACTERISTICS

- 3.1. Market Definition
- 3.2. Immersive Learning (VR/AR in Education) Market: Regulatory & Policy Impact
- 3.3. Key Segmentations
- 3.4. Key Developments
- 3.5. Allied Industry Data

4. IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET – INDUSTRY INSIGHTS

- 4.1. Industry Segmentation
- 4.2. Supply Chain / Value Chain Analysis
- 4.3. Industry Ecosystem & Channel Analysis
- 4.4. Innovation & Sustainability

5. MACROECONOMIC INDICATORS

Immersive Learning (VR/AR in Education) Market Size, Share, and Analysis, By Type (Residential, Commercial, Ot...

6. RECENT DEVELOPMENTS

7. MARKET DYNAMICS

- 7.1. Introduction
- 7.2. Growth Drivers
- 7.3. Market Opportunities
- 7.4. Market Restraints
- 7.5. Market Trends

8. RISK ANALYSIS

9. MARKET ANALYSIS

- 9.1. Porter's Five Forces
- 9.2. PEST Analysis
 - 9.2.1. Political
 - 9.2.2. Economic
 - 9.2.3. Social
 - 9.2.4. Technological

10. IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET

- 10.1. Overview
- 10.2. Historical Analysis (2021-2025)
 - 10.2.1. Market Size, Y-o-Y Growth (%) and Market Forecast

11. IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET SIZE & FORECAST 2026A-2035F

- 11.1. Overview
- 11.2. Key Findings
- 11.3. Market Segmentation
 - 11.3.1. By Type
 - 11.3.1.1. Residential
 - 11.3.1.1.1. By Value (USD Million) 2026-2035F
 - 11.3.1.1.2. Market Share (%) 2026-2035F
 - 11.3.1.1.3. Y-o-Y Growth (%) 2026-2035F

11.3.1.2. Commercial

11.3.1.2.1. By Value (USD Million) 2026-2035F

11.3.1.2.2. Market Share (%) 2026-2035F

11.3.1.2.3. Y-o-Y Growth (%) 2026-2035F

11.3.1.3. Others

11.3.1.3.1. By Value (USD Million) 2026-2035F

11.3.1.3.2. Market Share (%) 2026-2035F

11.3.1.3.3. Y-o-Y Growth (%) 2026-2035F

11.3.2. By Application

11.3.2.1. Urban

11.3.2.1.1. By Value (USD Million) 2026-2035F

11.3.2.1.2. Market Share (%) 2026-2035F

11.3.2.1.3. Y-o-Y Growth (%) 2026-2035F

11.3.2.2. Suburban

11.3.2.2.1. By Value (USD Million) 2026-2035F

11.3.2.2.2. Market Share (%) 2026-2035F

11.3.2.2.3. Y-o-Y Growth (%) 2026-2035F

11.3.2.3. Others

11.3.2.3.1. By Value (USD Million) 2026-2035F

11.3.2.3.2. Market Share (%) 2026-2035F

11.3.2.3.3. Y-o-Y Growth (%) 2026-2035F

11.3.3. By End-User

11.3.3.1. Individuals

11.3.3.1.1. By Value (USD Million) 2026-2035F

11.3.3.1.2. Market Share (%) 2026-2035F

11.3.3.1.3. Y-o-Y Growth (%) 2026-2035F

11.3.3.2. Enterprises

11.3.3.2.1. By Value (USD Million) 2026-2035F

11.3.3.2.2. Market Share (%) 2026-2035F

11.3.3.2.3. Y-o-Y Growth (%) 2026-2035F

11.3.3.3. Government

11.3.3.3.1. By Value (USD Million) 2026-2035F

11.3.3.3.2. Market Share (%) 2026-2035F

11.3.3.3.3. Y-o-Y Growth (%) 2026-2035F

11.3.3.4. Others

11.3.3.4.1. By Value (USD Million) 2026-2035F

11.3.3.4.2. Market Share (%) 2026-2035F

11.3.3.4.3. Y-o-Y Growth (%) 2026-2035F

12. NORTH AMERICA IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET SIZE & FORECAST 2026A-2035F

- 12.1. Overview
- 12.2. Key Findings
- 12.3. Market Segmentation
 - 12.3.1. By Type
 - 12.3.2. By Application
 - 12.3.3. By End-User
- 12.4. Country
 - 12.4.1. United States
 - 12.4.2. Canada

13. EUROPE IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET SIZE & FORECAST 2026A-2035F

- 13.1. Overview
- 13.2. Key Findings
- 13.3. Market Segmentation
 - 13.3.1. By Type
 - 13.3.2. By Application
 - 13.3.3. By End-User
- 13.4. Country
 - 13.4.1. Germany
 - 13.4.2. United Kingdom
 - 13.4.3. France
 - 13.4.4. Italy
 - 13.4.5. Spain
 - 13.4.6. Rest of Europe (BENELUX, NORDIC, Poland & Turkey)

14. ASIA-PACIFIC IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET SIZE & FORECAST 2026A-2035F

- 14.1. Overview
- 14.2. Key Findings
- 14.3. Market Segmentation
 - 14.3.1. By Type
 - 14.3.2. By Application
 - 14.3.3. By End-User

14.4. Country

14.4.1. India

14.4.2. China

14.4.3. Japan

14.4.4. South Korea

14.4.5. Rest of APAC

15. MIDDLE EAST AND AFRICA IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET SIZE & FORECAST 2026A-2035F

15.1. Overview

15.2. Key Findings

15.3. Market Segmentation

15.3.1. By Type

15.3.2. By Application

15.3.3. By End-User

15.4. Country

15.4.1. GCC

15.4.2. South Africa

15.4.3. Rest of Middle East and Africa

16. LATIN AMERICA IMMERSIVE LEARNING (VR/AR IN EDUCATION) MARKET SIZE & FORECAST 2026A-2035F

16.1. Overview

16.2. Key Findings

16.3. Market Segmentation

16.3.1. By Type

16.3.2. By Application

16.3.3. By End-User

16.4. Country

16.4.1. Brazil

16.4.2. Mexico

16.4.3. Rest of Latin America

17. COMPETITIVE LANDSCAPE

17.1. Company Market Share, 2025

17.2. Key Player Overview

17.3. Key Stakeholders

18. COMPANY PROFILES

18.1. CBRE Group Inc.

18.1.1. Company Overview

18.1.2. Financial Overview

18.1.3. Key Product / Service Analysis

18.1.4. Company Assessment

18.1.4.1. Product Portfolio

18.1.4.2. Key Clients

18.1.4.3. Market Share

18.1.4.4. Recent News & Development (Last 3 Yrs.)

18.1.4.5. Executive Team

18.2. JLL (Jones Lang LaSalle)

18.3. Booking Holdings Inc.

18.4. Airbnb Inc.

18.5. Expedia Group Inc.

18.6. Coursera Inc.

18.7. Pearson plc

18.8. Marriott International

18.9. Hilton Worldwide Holdings

18.10. 2U Inc.

18.11. Other Prominent Players

19. APPENDIX

20. CONSULTANT RECOMMENDATION

I would like to order

Product name: Immersive Learning (VR/AR in Education) Market Size, Share, and Analysis, By Type (Residential, Commercial, Others), By Application (Urban, Suburban, Others), By End-User (Individuals, Enterprises, Government, Others), By Region (North America, Europe, Asia-Pacific, Middle East & Africa, and Latin America) and Regional Forecast 2026–2035

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