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United States Immersive Entertainment / Location-Based VR Market Size, Share, and Analysis, By Type (Equipment, Software, Services), By Application (Manufacturing, Warehousing & Logistics, Others), By End-User (Automotive, Consumer Goods, Industrial, Others) and Forecast 2026–2035

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Abstracts

United States Immersive Entertainment / Location-Based VR Market was valued at USD $490 million in 2026 and is projected to reach USD $2.93 billion by 2035, registering a CAGR of 22.0% across the forecast period. The United States Immersive Entertainment / Location-Based VR Market continues to expand as deep capital markets, early-adopter enterprise buyers, and a dense innovation ecosystem reshape demand across the value chain.

“Equipment is projected to hold the largest share of the United States Immersive Entertainment / Location-Based VR 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 United States Immersive Entertainment / Location-Based VR Market.

“Automotive is likely to remain the leading end-user segment of the United States Immersive Entertainment / Location-Based VR 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 united states immersive entertainment / location-based vr offerings for 2026-2035.

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“United States continues to lead adoption within the united states immersive entertainment / location-based vr market.” United States benefits from deep capital markets, early-adopter enterprise buyers, and a dense innovation ecosystem, reinforcing its position as a priority market for vendors through 2035.

Market Segmentation:

By Type: Equipment, Software, Services

By Application: Manufacturing, Warehousing & Logistics, Others

By End-User: Automotive, Consumer Goods, Industrial, Others

This report on the United States Immersive Entertainment / Location-Based VR 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 43%, Tier 2 26%, Tier 3 31%; By Designation – C-level 28%, Directors 26%, Others 46%; By Region – United States 100% (single-market study; sub-segment splits detailed in Section 11).

Key Players active in the United States Immersive Entertainment / Location-Based VR Market:

Siemens AG

ABB Ltd.

Honeywell International

Rockwell Automation

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Schneider Electric SE

FANUC Corporation

KUKA AG

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 United States Immersive Entertainment / Location-Based VR Market by type, application, end-user, 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 United States Immersive Entertainment / Location-Based VR 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 united states immersive entertainment / location-based vr solutions.

Fatpos Global – Why You Should Purchase This United States Immersive Entertainment / Location-Based VR 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.

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Contents

1. EXECUTIVE SUMMARY

1.1. Market Share Overview
1.2. Business Trends
1.3. United States Immersive Entertainment / Location-Based VR 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. United States Immersive Entertainment / Location-Based VR Market: Regulatory & Policy Impact
3.3. Key Segmentations
3.4. Key Developments
3.5. Allied Industry Data

4. UNITED STATES IMMERSIVE ENTERTAINMENT / LOCATION-BASED VR MARKET – INDUSTRY INSIGHTS

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

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5. MACROECONOMIC INDICATORS

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. UNITED STATES IMMERSIVE ENTERTAINMENT / LOCATION-BASED VR MARKET

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

11. UNITED STATES IMMERSIVE ENTERTAINMENT / LOCATION-BASED VR 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. Equipment
      11.3.1.1.1. By Value (USD Million) 2026-2035F

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11.3.1.1.2. Market Share (%) 2026-2035F
11.3.1.1.3. Y-o-Y Growth (%) 2026-2035F
11.3.1.2. Software
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. Services
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. Manufacturing
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. Warehousing & Logistics
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. Automotive
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. Consumer Goods
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. Industrial
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

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

12. UNITED STATES UNITED STATES IMMERSIVE ENTERTAINMENT / LOCATION-BASED VR MARKET SIZE & FORECAST 2026A-2035F – REGIONAL BREAKDOWN

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

13. COMPETITIVE LANDSCAPE

13.1. Company Market Share, 2025
13.2. Key Player Overview
13.3. Key Stakeholders

14. COMPANY PROFILES

14.1. Siemens AG
  14.1.1. Company Overview
  14.1.2. Financial Overview
  14.1.3. Key Product / Service Analysis
  14.1.4. Company Assessment
    14.1.4.1. Product Portfolio
    14.1.4.2. Key Clients
    14.1.4.3. Market Share
    14.1.4.4. Recent News & Development (Last 3 Yrs.)
    14.1.4.5. Executive Team
14.2. ABB Ltd.
14.3. Honeywell International
14.4. Rockwell Automation
14.5. Schneider Electric SE
14.6. FANUC Corporation
14.7. KUKA AG
14.8. Emerson Electric Co.
14.9. DHL Group
14.10. FedEx Corporation

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14.11. Other Prominent Players

15. APPENDIX

16. CONSULTANT RECOMMENDATION

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