

Global AR-VR Devices Haptic Driver IC Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global AR-VR Devices Haptic Driver IC market size was valued at US\$ 12.14 million in 2025 and is forecast to a readjusted size of US\$ 138 million by 2032 with a CAGR of 41.4% during review period.

AR and VR device haptic driver ICs are specialized chips used in AR glasses, VR headsets, MR devices, game controllers, and related wearables. Their core role is to convert host touch commands into perceptible, low-latency, and repeatable mechanical feedback under tight size, power, and thermal constraints, thereby improving confirmation, immersion, and human-machine interaction efficiency. The mainstream technology paths include low-voltage closed-loop drivers for ERM and LRA actuators and high-voltage waveform drivers for piezo actuators. Key capabilities center on automatic resonance tracking, fast startup and braking, on-chip waveform libraries or SRAM storage, real-time streaming playback, fault diagnostics, and highly integrated miniature packaging. Current products still serve smartphones and wearables, but they are increasingly extending into AR, VR, MR, and gaming peripherals. The common commercial delivery model is standard IC sales supported by evaluation boards, tuning software, and reference designs. In essence, these devices are critical mixed-signal components that enable richer immersive experiences and lighter, more responsive interaction in next-generation computing terminals.

Although AR/VR device haptic driver ICs do not constitute a large standalone end market, their role within the immersive interaction chain is rising rapidly. As XR hardware evolves from competition focused on display and audio toward multi-modal experience competition, haptic feedback is no longer a secondary feature but has become a critical interface for user confirmation, spatial perception, and realism

enhancement. Product information from Texas Instruments and Renesas Electronics shows that such chips already integrate capabilities such as closed-loop control, automatic resonance tracking, on-chip waveform playback, and fast response, indicating a transition from simple vibration drivers to system-level haptic control solutions. For AR glasses, VR headsets, MR accessories, and game controllers, vendors that can deliver more stable, refined, and lower-latency haptic feedback under tight power and size constraints are more likely to secure design wins in the next wave of interaction upgrades. From a technology perspective, the industry has clearly formed a dual-track structure consisting of ERM and LRA drivers alongside piezoelectric drivers. ERM and LRA solutions remain the dominant choice for most consumer devices due to their maturity and broad compatibility, while piezoelectric approaches are emerging as a key direction for lightweight XR devices and advanced touch interfaces, benefiting from higher bandwidth, thinner form factors, and more localized feedback. The MAX77501 from Analog Devices supports high-voltage piezo driving up to 110V peak-to-peak, and Microchip Technology explicitly includes AR/VR headsets and gaming controllers in its haptic solution scope. This demonstrates that innovation is no longer centered on a single actuator type but is instead expanding across actuator architectures, driving methods, and overall system-level experience optimization. Vendors that can simultaneously master driver design, actuator matching, and system tuning are more likely to capture high-value segments. From a regional and demand perspective, the United States and Japan continue to lead in high-performance analog and mixed-signal capabilities, while Korean and Chinese vendors are strengthening their competitiveness through supply chain efficiency, rapid iteration, and cost control. Zinitix and Shanghai Awinic Technology both explicitly highlight AR/VR/XR, gamepad, and MR applications in their official materials, indicating that Asian suppliers are actively expanding into these emerging segments. At the same time, International Data Corporation reports that the global XR device market is expected to grow by 44.4 percent year over year in 2025 and by a further 33.5 percent in 2026. Although much of this growth is driven by smart glasses, it signals a broader shift toward lighter and more everyday human-machine interaction devices. As haptic feedback becomes a key enabler of natural interaction and confirmation, demand for supporting haptic driver ICs is likely to benefit in parallel. Overall, while this segment remains a relatively small supporting component market in the short term, it has strong mid-term expansion potential alongside the broader adoption of XR technologies.

This report is a detailed and comprehensive analysis for global AR-VR Devices Haptic Driver IC market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as

well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global AR-VR Devices Haptic Driver IC market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global AR-VR Devices Haptic Driver IC market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global AR-VR Devices Haptic Driver IC market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global AR-VR Devices Haptic Driver IC market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for AR-VR Devices Haptic Driver IC

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global AR-VR Devices Haptic Driver IC market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Texas Instruments, Analog Devices, Inc., Microchip Technology Inc., Cirrus Logic, Inc., onsemi, Bor?as Technologies Inc., Renesas Electronics Corporation, Dongwoon Anatech Co., Ltd., IMAGIS Co., Ltd., SNA Co., Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

AR-VR Devices Haptic Driver IC market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

LRA (Linear Resonance Actuator) Driver IC

ERM (Eccentric Rotating Mass) Driver IC

Piezo Driver IC

Market segment by Control Method

Closed-Loop Haptic Driver

Open-Loop Haptic Driver

Market segment by Drive Voltage Architecture

Vbat Direct Drive

Charge Pump Drive

Boost Or High-Voltage Drive

Market segment by Application

Wearable Device

Consumer Electronics

Medical Treatment

Others

Major players covered

Texas Instruments

Analog Devices, Inc.

Microchip Technology Inc.

Cirrus Logic, Inc.

onsemi

Bor?as Technologies Inc.

Renesas Electronics Corporation

Dongwoon Anatech Co., Ltd.

IMAGIS Co., Ltd.

SNA Co., Ltd.

ZINITIX Co., Ltd.

Shanghai Awinic Technology Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe AR-VR Devices Haptic Driver IC product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of AR-VR Devices Haptic Driver IC, with price, sales quantity, revenue, and global market share of AR-VR Devices Haptic Driver IC from 2021 to 2026.

Chapter 3, the AR-VR Devices Haptic Driver IC competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the AR-VR Devices Haptic Driver IC breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and AR-VR Devices Haptic Driver IC market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of AR-VR Devices Haptic Driver IC.

Chapter 14 and 15, to describe AR-VR Devices Haptic Driver IC sales channel, distributors, customers, research findings and conclusion.

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