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Global AR-VR Devices Haptic Driver IC Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AR-VR Devices Haptic Driver IC market size is expected to reach $ 138 million by 2032, rising at a market growth of 41.4% CAGR during the forecast period (2026-2032).

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

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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 studies the global AR-VR Devices Haptic Driver IC production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for AR-VR Devices Haptic Driver IC and provides market size (US$ million) and Year-over-Year

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(YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AR-VR Devices Haptic Driver IC that contribute to its increasing demand across many markets.

Highlights and key features of the study
Global AR-VR Devices Haptic Driver IC total production and demand, 2021-2032, (Million Units)
Global AR-VR Devices Haptic Driver IC total production value, 2021-2032, (USD Million)
Global AR-VR Devices Haptic Driver IC production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)
Global AR-VR Devices Haptic Driver IC consumption by region & country, CAGR, 2021-2032 & (Million Units)
U.S. VS China: AR-VR Devices Haptic Driver IC domestic production, consumption, key domestic manufacturers and share
Global AR-VR Devices Haptic Driver IC production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)
Global AR-VR Devices Haptic Driver IC production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)
Global AR-VR Devices Haptic Driver IC production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global AR-VR Devices Haptic Driver IC market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World AR-VR Devices Haptic Driver IC market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US$

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Millions), volume (production, consumption) & (Million Units) and average price (US$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AR-VR Devices Haptic Driver IC Market, By Region:

- United States
- China
- Europe
- Japan
- South Korea
- ASEAN
- India
- Rest of World

Global AR-VR Devices Haptic Driver IC Market, Segmentation by Type:

- LRA (Linear Resonance Actuator) Driver IC
- ERM (Eccentric Rotating Mass) Driver IC
- Piezo Driver IC

Global AR-VR Devices Haptic Driver IC Market, Segmentation by Control Method:

- Closed-Loop Haptic Driver
- Open-Loop Haptic Driver

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Global AR-VR Devices Haptic Driver IC Market, Segmentation by Drive Voltage Architecture:

Vbat Direct Drive

Charge Pump Drive

Boost Or High-Voltage Drive

Global AR-VR Devices Haptic Driver IC Market, Segmentation by Application:

Wearable Device

Consumer Electronics

Medical Treatment

Others

Companies Profiled:

Texas Instruments

Analog Devices, Inc.

Microchip Technology Inc.

Cirrus Logic, Inc.

onsemi

Bor?as Technologies Inc.

Renesas Electronics Corporation

Dongwoon Anatech Co., Ltd.

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IMAGIS Co., Ltd.

SNA Co., Ltd.

ZINITIX Co., Ltd.

Shanghai Awinic Technology Co., Ltd.

Key Questions Answered:
1. How big is the global AR-VR Devices Haptic Driver IC market?
2. What is the demand of the global AR-VR Devices Haptic Driver IC market?
3. What is the year over year growth of the global AR-VR Devices Haptic Driver IC market?
4. What is the production and production value of the global AR-VR Devices Haptic Driver IC market?
5. Who are the key producers in the global AR-VR Devices Haptic Driver IC market?
6. What are the growth factors driving the market demand?

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