

# Global Consumer-grade AI+AR Glasses Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Consumer-grade AI+AR Glasses market size is expected to reach \$ 1704 million by 2032, rising at a market growth of 33.4% CAGR during the forecast period (2026-2032).

In 2025, global production of consumer-grade AI+AR glasses reached 760,000 units, with an estimated average selling price of \$301 per unit. Consumer-grade AI+AR glasses refer to smart wearable terminals sold to individual consumers for everyday wear. They integrate AI assistants, multimodal perception, voice interaction, cameras, microphones, speakers, wireless connectivity, and AR/HUD/near-eye display capabilities into a glasses-like form factor. Core functions include real-time translation, navigation prompts, caption display, AI Q&A, information reminders, image recognition, audio-visual entertainment, mobile office, extended gaming screen, and life assistance. Emphasis is placed on lightweight design, stylish appearance, comfortable wear, mobile ecosystem compatibility, and high-frequency daily use. The upstream of the industry chain includes AI/AR chips, Micro-OLED/MicroLED microdisplays, waveguides, cameras, acoustic devices, sensors, batteries, lenses, and software algorithms. Downstream sectors cover e-commerce, consumer electronics retail, optical stores, telecom operators, and brand-owned direct-sale outlets. Gross profit margin is approximately 20%–35%.

This report studies the global Consumer-grade AI+AR Glasses production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Consumer-grade AI+AR Glasses and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Consumer-grade AI+AR Glasses that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Consumer-grade AI+AR Glasses total production and demand, 2021-2032, (K Units)

Global Consumer-grade AI+AR Glasses total production value, 2021-2032, (USD Million)

Global Consumer-grade AI+AR Glasses production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Consumer-grade AI+AR Glasses consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Consumer-grade AI+AR Glasses domestic production, consumption, key domestic manufacturers and share

Global Consumer-grade AI+AR Glasses production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Consumer-grade AI+AR Glasses production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Consumer-grade AI+AR Glasses production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Consumer-grade AI+AR Glasses 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 Meta, Rokid, INMO, OPPO, RealWear, Brilliant Labs, Lawaken Technologies, Arknovv, Rayneo Technology, XREAL, 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 Consumer-grade AI+AR Glasses market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K 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 Consumer-grade AI+AR Glasses Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Consumer-grade AI+AR Glasses Market, Segmentation by Type:

Waveguide Optics

Video Perspective

#### Global Consumer-grade AI+AR Glasses Market, Segmentation by Display Form:

Information Display Type

Audio/Video Display Type

#### Global Consumer-grade AI+AR Glasses Market, Segmentation by Application:

Audio-Visual Entertainment

Mobile Office

Life Assistance

Others

Companies Profiled:

Meta

Rokid

INMO

OPPO

RealWear

Brilliant Labs

Lawaken Technologies

Arknovv

Rayneo Technology

XREAL

SKYWORTH XR

DreamSmart Group

Solomon Technology

EssilorLuxottica

Vuzix

Snap Inc.

Even Realities

Epson

Magic Leap

Key Questions Answered:

1. How big is the global Consumer-grade AI+AR Glasses market?
2. What is the demand of the global Consumer-grade AI+AR Glasses market?
3. What is the year over year growth of the global Consumer-grade AI+AR Glasses market?
4. What is the production and production value of the global Consumer-grade AI+AR Glasses market?
5. Who are the key producers in the global Consumer-grade AI+AR Glasses market?
6. What are the growth factors driving the market demand?

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