

# Global Consumer-grade AI+AR Glasses Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G4F403F16BE6EN.html>

Date: June 2026

Pages: 144

Price: US\$ 3,480.00 (Single User License)

ID: G4F403F16BE6EN

## Abstracts

According to our (Global Info Research) latest study, the global Consumer-grade AI+AR Glasses market size was valued at US\$ 235 million in 2025 and is forecast to a readjusted size of US\$ 1704 million by 2032 with a CAGR of 33.4% during review period.

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 is a detailed and comprehensive analysis for global Consumer-grade AI+AR Glasses 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 Consumer-grade AI+AR Glasses market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Consumer-grade AI+AR Glasses market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Consumer-grade AI+AR Glasses market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Consumer-grade AI+AR Glasses market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Consumer-grade AI+AR Glasses

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 Consumer-grade AI+AR Glasses 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 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.

## Market Segmentation

Consumer-grade AI+AR Glasses 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

Waveguide Optics

Video Perspective

### Market segment by Display Form

Information Display Type

Audio/Video Display Type

### Market segment by Application

Audio-Visual Entertainment

Mobile Office

Life Assistance

Others

### Major players covered

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

Market segment by region, regional analysis covers

*Global Consumer-grade AI+AR Glasses Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2...*

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 Consumer-grade AI+AR Glasses product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Consumer-grade AI+AR Glasses, with price, sales quantity, revenue, and global market share of Consumer-grade AI+AR Glasses from 2021 to 2026.

Chapter 3, the Consumer-grade AI+AR Glasses competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Consumer-grade AI+AR Glasses 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 Consumer-grade AI+AR Glasses 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 Consumer-grade AI+AR Glasses.

Chapter 14 and 15, to describe Consumer-grade AI+AR Glasses sales channel, distributors, customers, research findings and conclusion.

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