

Global Consumer-Grade On-Device AI Glasses Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Consumer-Grade On-Device AI Glasses market size is expected to reach \$ 5468 million by 2032, rising at a market growth of 19.5% CAGR during the forecast period (2026-2032).

Consumer-grade on-device AI glasses are lightweight, smart wearable devices designed for individual users that integrate AI processing capabilities directly into the hardware; they enable intelligent functions?such as voice assistants, real-time translation, visual recognition, navigation guidance, and health monitoring?without relying on a continuous cloud connection. In 2025, global Consumer-Grade On-Device AI Glasses production reached approximately 3894 k units, with an average global market price of around 360 US\$/Unit.

The upstream segment of the consumer-grade on-device AI glasses industry chain primarily encompasses low-power AI chips/NPUs, camera modules, microphone arrays, open-ear speakers, optical waveguide/MicroLED display modules, sensors, battery and charging modules, flexible circuit boards, lenses, frames, structural components, speech recognition algorithms, multimodal AI models, and operating systems. The midstream consists mainly of AI eyewear design, optical-display integration, on-device algorithm adaptation, system software development, ODM/OEM manufacturing, and branded device manufacturers. The downstream market primarily targets general consumers, content creators, business professionals, travelers, sports and outdoor enthusiasts, and light-duty office users.

Consumer-grade on-device AI glasses are currently in a phase of rapid market entry and early-stage volume growth. Product designs primarily feature either non-display AI glasses or lightweight display-equipped models, with core functions centered on first-

person perspective (FPP) capture, AI voice assistants, image recognition, real-time translation, meeting transcription, navigation alerts, content creation, and daily information retrieval. The market is currently dominated by edge-cloud collaborative solutions; the glasses themselves handle functions such as camera, microphone, speaker, and sensor operations, low-power processing, and user interaction, while complex large-model inference is largely performed by smartphones or the cloud. However, as technologies mature—including low-power AI chips, on-device NPUs, camera modules, microphone arrays, voice noise reduction, MicroLED/waveguide displays, and local small-scale models—more AI capabilities are migrating directly to the glasses. Market growth is driven by factors such as the widespread adoption of generative AI applications, increasing consumer acceptance of portable AI assistants, rising demand for short-video and FPP content creation, growing needs for real-time translation in cross-border travel and business, accelerated market entry by smartphone manufacturers and internet platforms, and improvements in the lightweight design and wearing comfort of AI glasses. Looking ahead, consumer-grade on-device AI glasses are poised to evolve from simple capture-and-query devices into next-generation wearable AI terminals that integrate visual perception, voice interaction, real-time prompts, personal memory, content generation, and context-aware services.

This report studies the global Consumer-Grade On-Device AI Glasses production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Consumer-Grade On-Device AI 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 On-Device AI Glasses that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Consumer-Grade On-Device AI Glasses total production and demand, 2021-2032, (K Units)

Global Consumer-Grade On-Device AI Glasses total production value, 2021-2032, (USD Million)

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

Global Consumer-Grade On-Device AI Glasses consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Consumer-Grade On-Device AI Glasses domestic production,

consumption, key domestic manufacturers and share

Global Consumer-Grade On-Device AI Glasses production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Consumer-Grade On-Device AI Glasses production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Consumer-Grade On-Device AI Glasses production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Consumer-Grade On-Device AI 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, Xiaomi, Rokid, Alibaba, RayNeo, Even Realities, Solos, Brilliant Labs, Halliday, Huawei, 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 On-Device AI 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 On-Device AI Glasses Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Consumer-Grade On-Device AI Glasses Market, Segmentation by Type:

On-device AI Type

Edge-cloud Collaborative Type

Global Consumer-Grade On-Device AI Glasses Market, Segmentation by Display:

With Display Screen

Without Display Screen

Global Consumer-Grade On-Device AI Glasses Market, Segmentation by Application:

Personal

Commercial

Companies Profiled:

Meta

Xiaomi

Rokid

Alibaba

RayNeo

Even Realities

Solos

Brilliant Labs

Halliday

Huawei

Meizu

Baidu

Key Questions Answered:

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

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