

Global Virtual Reality (VR) and Augmented Reality (AR) Master Chip Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market size was valued at US\$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

Virtual Reality (VR) and Augmented Reality (AR) Master Chips are used in AR and VR devices. The major factor driving the growth of the AR and VR chips market is the increasing utilization of AR and VR in several applications.

Following a strong growth of 26.2 percent in the year 2021, WSTS revised it down to a single digit growth for the worldwide semiconductor market in 2022 with a total size of US\$580 billion, up 4.4 percent. WSTS lowered growth estimation as inflation rises and end markets seeing weaker demand, especially those exposed to consumer spending. While some major categories are still double-digit year-over-year growth in 2022, led by Analog with 20.8 percent, Sensors with 16.3 percent, and Logic with 14.5 percent growth. Memory declined with 12.6 percent year over year. In 2022, all geographical regions showed double-digit growth except Asia Pacific. The largest region, Asia Pacific, declined 2.0 percent. Sales in the Americas were US\$142.1 billion, up 17.0% year-on-year, sales in Europe were US\$53.8 billion, up 12.6% year-on-year, and sales in Japan were US\$48.1 billion, up 10.0% year-on-year. However, sales in the largest Asia-Pacific region were US\$336.2 billion, down 2.0% year-on-year.

This report is a detailed and comprehensive analysis for global Virtual Reality (VR) and Augmented Reality (AR) Master Chip 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 Virtual Reality (VR) and Augmented Reality (AR) Master Chip market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Virtual Reality (VR) and Augmented Reality (AR) Master Chip
- 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 Virtual Reality (VR) and Augmented Reality (AR) Master Chip 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 Qualcomm, Rockchip Electronics Co., Ltd., Allwinner, UNISOC, VeriSilicon, Goke Microelectronics Co., Ltd., AMLogic, Hisilicon, arm CHINA, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Virtual Reality (VR) and Augmented Reality (AR) Master Chip market is split by Type and by Application. For the period 2020-2031, 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

VR Chip

AR Chip

Market segment by Application

Medical

Fitness

Educate

Entertainment

Others

Major players covered

Qualcomm

Rockchip Electronics Co., Ltd.

Allwinner

UNISOC

VeriSilicon

Goke Microelectronics Co., Ltd.

AMLogic

Hisilicon

arm CHINA

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 Virtual Reality (VR) and Augmented Reality (AR) Master Chip product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Virtual Reality (VR) and Augmented Reality (AR) Master Chip, with price, sales quantity, revenue, and global market share of Virtual Reality (VR) and Augmented Reality (AR) Master Chip from 2020 to 2025.

Chapter 3, the Virtual Reality (VR) and Augmented Reality (AR) Master Chip competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Virtual Reality (VR) and Augmented Reality (AR) Master Chip breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Virtual Reality (VR) and Augmented Reality (AR) Master Chip market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Virtual Reality (VR) and Augmented Reality (AR) Master Chip.

Chapter 14 and 15, to describe Virtual Reality (VR) and Augmented Reality (AR) Master Chip sales channel, distributors, customers, research findings and conclusion.

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