

# **Asia Pacific Virtual Reality (VR) Market 2022-2032 by Offering (Hardware, Software, Services), Technology (Nonimmersive, Semi-Immersive, Fully Immersive), Device (HMD, Gesture-Tracking, Projector & Display), Platform (Mobile, Console, PC), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity**

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## **Abstracts**

Asia Pacific virtual reality (VR) market will grow by 28.7% annually with a total addressable market cap of \$593.3 billion over 2023-2032, driven by the growing R&D investment, fast evolving technologies, the rising smartphone customer base, and the increasing applications of virtual reality across various industries.

Highlighted with 34 tables and 64 figures, this 130-page report “Asia Pacific Virtual Reality (VR) Market 2022-2032 by Offering (Hardware, Software, Services), Technology (Nonimmersive, Semi-Immersive, Fully Immersive), Device (HMD, Gesture-Tracking, Projector & Display), Platform (Mobile, Console, PC), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific virtual reality (VR) market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2020-2022 and provides forecast from 2023 till 2032 with 2022 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year, and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19 and Russia-Ukraine conflict. The balanced (most likely) projection is used to quantify Asia Pacific virtual reality (VR) market in every aspect of the classification from perspectives of Offering, Technology, Device, Platform, Industry Vertical, End User, and Country.

Based on Offering, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Hardware

Sensors

Semiconductor Component

Displays and Projectors

Position Trackers

Cameras

Other Hardware

Software

Software Developer Kits

Cloud-based Solutions

Services

Based on Technology, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Nonimmersive Technology

Semi-Immersive Technology

Fully Immersive Technology

By Device, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Head-Mounted Display (HMD)

Gesture-Tracking Device

Projector & Display Wall

By Platform, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Mobile VR

Console VR

PC VR

By Industry Vertical, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Gaming

Entertainment & Media

Aerospace & Defense

Healthcare

Education

Automotive

Retail & Marketing

Other Verticals

By End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Consumer

Enterprise

Large Enterprises

Small- & Medium-sized Enterprises (SMEs)

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

India

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, Taiwan, and Philippines)

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2022-2032. The breakdown of national markets by Technology, Device, and Industry Vertical? over the forecast years are also included.

The report also covers the current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Selected Key Players:

Apple Inc.

Atheer, Inc.

Cyberglove Systems Inc.

EON Reality, Inc.

Facebook Inc.

Google Inc.

Hewlett-Packard Development Company. L.P

Leap Motion, Inc.

Meta Inc.

Microsoft Corporation

Nintendo Co., Ltd.

Oculus VR, LLC

Qualcomm Technologies, Inc.

Samsung Electronics Co., Ltd.

Sixense Entertainment, Inc.

Sony Corporation

Total Immersion, Inc.

Virtuix

Zappar Ltd.

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Microsoft Corporation

Nintendo Co., Ltd.

Oculus VR, LLC

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