

Mixed Reality Headset Market Size, Share & Trends Analysis Report By Component, By Operating System, By Storage, By Charging Technology, By End-user, By Industry, By Resolution, By Distribution Channel, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Mixed Reality Headset Market Growth & Trends

The global mixed reality headset market size is estimated to reach USD 21.68 billion by 2030, growing at a CAGR of 29.1% from 2023 to 2030, according to a new report by Grand View Research, Inc. The significant growth can be ascribed to a considerable rise in the application of mixed reality headsets across several industry verticals globally. Mixed reality headsets are gaining traction in various enterprise applications as various businesses recognize the potential of this technology for improving efficiency, enhancing productivity, and reducing costs. The increasing demand for virtual meetings, remote collaboration, virtual training, product visualization, and prototyping is expected to drive the growth of the market for mixed reality headsets.

The ongoing expansion of the gaming and entertainment industry has instigated a significant demand for mixed reality headsets as gaming enthusiasts are drawn to more immersive and interactive experiences. The headsets allow them to explore virtual worlds, interact with virtual objects, and engage in multiplayer experiences. Several gaming companies are now focusing on the development of mixed reality games, which will create lucrative opportunities for the market.

In June 2023, renowned AR games developer Niantic, Inc. launched its latest title

named Wol. It is an educational mixed-reality experience that takes the users into a virtual world through California's historic Redwood Forest. Powered by artificial intelligence, the new title aims to provide an educational and immersive experience across various platforms. Although the experience can be accessed on smartphones and tablets, it provides a more enhanced experience on Meta's mixed-reality headsets, including Meta Quest Pro and Meta Quest 2.

The growth of the market for mixed reality headsets is being further driven by increased content availability. With the increasing demand for mixed-reality headsets, the availability of content and applications is also increasing. Content creators and developers are making hefty investments toward the creation of compelling mixed reality experiences, including educational content, games, simulations, and creative tools.

Mixed Reality Headset Market Report Highlights

In terms of component, the hardware segment held over 72% revenue share in 2022 owing to increasing demand for immersive experiences in various enterprise applications

In terms of operating system, the Android segment held a significant revenue share of 55% in 2022. These mixed reality headsets offer seamless integration with existing Android devices, such as smartphones and tablets

In terms of storage, the >128 GB segment will record a CAGR of over 30.6% from 2023 to 2030 owing to the increasing need for expanded storage spaces to deliver mixed reality experiences with highly immersive content

In terms of charging technology, the wireless segment is expected to witness a substantial growth rate by 2030 due to the greater convenience offered by it

In terms of end-user, the commercial segment captured a sizeable share of over 34% in 2022, due to the increasing adoption of product demonstration, promotion, advertising, and immersive shopping, along with remote collaboration, manufacturing, designing, training, and simulation

In terms of industry, the retail and e-commerce segment is expected to witness a substantial CAGR of approximately 31% during the forecast period owing to increasing product demand due to virtual shopping events and experiences

In terms of resolution, the 4K and above segment is estimated to record a CAGR of over 32% from 2023 to 2030 with increasing advancements in mixed reality requiring displays with higher resolution

In terms of distribution channel, the online segment is estimated to record a significant CAGR with increasing consumer preference due to the availability of a wide range of offerings, affordable price points, attractive offers, discounts, etc., on online channels

In terms of region, North America is expected to grow at a notable CAGR of around 27% over the forecast period owing to the strong presence of various major tech companies that are at the forefront of the development of mixed reality solutions

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