

Virtual Tour Market Size, Share & Trends Analysis Report By Component (Hardware, Software, Services), By Technology (Non-Immersive, Semi & Fully Immersive), By Application (Real Estate, Tourism & Hospitality), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 6 Business Days

Virtual Tour Market Size & Trends

The global virtual tour market size was estimated at USD 11.06 billion in 2024 and is projected to grow at a CAGR of 34.3% from 2025 to 2030. The adoption of virtual tours has experienced significant growth across various industries, driven by advancements in technology and the increasing demand for immersive, remote engagement solutions. The shift towards cloud-based virtual tour software has facilitated scalability, accessibility, and cost-efficiency, enabling businesses to create, host, and share virtual tours without substantial investments in hardware or IT infrastructure. Furthermore, the virtual tour industry growth will be driven by the growing demand for virtual tour software by hotels, resorts, and travel destinations to allow customers to virtually explore destinations before making a booking, driving customer confidence and enhancing marketing efforts.

Advancements in virtual tour technology have significantly enhanced user experiences across various industries. The incorporation of VR and AR technologies has transformed virtual tours, offering immersive and interactive experiences. Users can now explore environments more engagingly, with applications ranging from real estate

tourism. Cloud technology has facilitated the creation, hosting, and sharing of virtual tours, making them more accessible and cost-effective. This shift enables businesses to reach a broader audience without significant infrastructure investments. Artificial intelligence and machine learning are also heavily integrated into virtual tours to provide personalized experiences. For instance, AI can analyze user interactions to offer tailored content, enhancing engagement and satisfaction. Thus, the growing focus on technological advancements is also supporting the growth of the virtual tour industry.

The proliferation of high-speed internet and the widespread use of smartphones have made virtual tours more accessible to a broader audience. This digitalization has facilitated the adoption of virtual tours across various industries. Furthermore, businesses are increasingly incorporating virtual tours into their marketing strategies to enhance customer engagement and decision-making. For instance, real estate professionals use virtual tours to provide potential buyers with immersive, 360-degree views of properties, enabling them to explore layouts and features remotely. Thus, the growing demand for virtual tours in their marketing strategies is also driving the growth of the virtual tour industry.

The growing concern for environmental sustainability has also boosted virtual tour adoption. By reducing the need for travel, virtual tours offer an eco-friendly solution to explore various places and locations. This aligns with the increasing push for green practices across industries. Virtual tours offer a cost-effective alternative to traditional in-person visits, which involve travel, accommodation, and other logistics. In sectors such as real estate and tourism, virtual tours allow customers to explore multiple locations remotely, saving time and money. Collectively, the growing demand for eco-friendly solutions and increasing adoption in the real estate and tourism sector is fueling the growth of the virtual tour industry.

Many governments around the world are promoting digital transformation as part of their economic development strategies. Policies that encourage digital infrastructure development, online education, remote working, and e-commerce indirectly drive the demand for technologies such as virtual tours, which provide immersive digital experiences. Different government programs offer financial support in the form of grants, subsidies, or tax breaks for businesses that adopt innovative technologies. Virtual tour industry offers solutions particularly in sectors such as tourism, education, and real estate, often qualify for such funding. This reduces the financial burden on smaller businesses and startups, enabling them to invest in creating high-quality virtual tours.

Global Virtual Tour Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technology trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global virtual tour market report based on component, technology, application, and region:

Component Outlook (Revenue, USD Million; 2018 - 2030)

Hardware

Software

Services

Technology Outlook (Revenue, USD Million; 2018 - 2030)

Non-immersive

Semi & Fully Immersive

Application Outlook (Revenue, USD Million; 2018 - 2030)

Real Estate

Tourism & Hospitality

Art Galleries and Museums

Others

Regional Outlook (Revenue, USD Million; 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

UAE

Middle East & Africa

Saudi Arabia

South Africa

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
 - 1.2.1. Information analysis
 - 1.2.2. Market formulation & data visualization
 - 1.2.3. Data validation & publishing
- 1.3. Research Scope and Assumptions
 - 1.3.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. VIRTUAL TOUR MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Market Opportunities Analysis
 - 3.2.4. Market Challenges Analysis
- 3.3. Virtual Tour Market Analysis Tools
 - 3.3.1. Component Analysis - Porter's
 - 3.3.1.1. Bargaining power of the suppliers
 - 3.3.1.2. Bargaining power of the buyers
 - 3.3.1.3. Threats of substitution
 - 3.3.1.4. Threats from new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic and social landscape
 - 3.3.2.3. Technological landscape

CHAPTER 4. VIRTUAL TOUR MARKET: COMPONENT ESTIMATES & TREND

ANALYSIS

4.1. Segment Dashboard

4.2. Virtual Tour Market: Component Movement Analysis, 2024 & 2030 (USD Million)

4.3. Hardware

4.3.1. Hardware Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4. Software

4.4.1. Software Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5. Services

4.5.1. Services Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. VIRTUAL TOUR MARKET: TECHNOLOGY ESTIMATES & TREND ANALYSIS

5.1. Segment Dashboard

5.2. Virtual Tour Market: Technology Movement Analysis, 2024 & 2030 (USD Million)

5.3. Semi & Fully Immersive

5.3.1. Semi & Fully Immersive Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4. Non-immersive

5.4.1. Non-immersive Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. VIRTUAL TOUR MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

6.1. Segment Dashboard

6.2. Virtual Tour Market: Application Movement Analysis, 2024 & 2030 (USD Million)

6.3. Real Estate

6.3.1. Real Estate Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4. Tourism & Hospitality

6.4.1. Tourism & Hospitality Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5. Art Galleries and Museums

6.5.1. Art Galleries and Museums Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6. Others

6.6.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. VIRTUAL TOUR MARKET SHARE, BY REGION, 2024 & 2030, USD MILLION

7.1. North America

7.1.1. North America Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.1.2. U.S.

7.1.2.1. U.S. Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.1.3. Canada

7.1.3.1. Canada Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.1.4. Mexico

7.1.4.1. Mexico Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2. Europe

7.2.1. Europe Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.2. UK

7.2.2.1. UK Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.3. Germany

7.2.3.1. Germany Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.4. France

7.2.4.1. France Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3. Asia Pacific

7.3.1. Asia Pacific Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.2. China

7.3.2.1. China Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.3. Japan

7.3.3.1. Japan Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.4. India

7.3.4.1. India Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.5. South Korea

7.3.5.1. South Korea Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

Million)

7.3.6. Australia

7.3.6.1. Australia Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4. Latin America

7.4.1. Latin America Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.2. Brazil

7.4.2.1. Brazil Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5. Middle East and Africa

7.5.1. Middle East and Africa Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5.2. UAE

7.5.2.1. UAE Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5.3. Saudi Arabia

7.5.3.1. Saudi Arabia Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5.4. South Africa

7.5.4.1. South Africa Virtual Tour Market Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Company Categorization

8.2. Company Market Positioning

8.3. Company Heat Map Analysis

8.4. Company Profiles/Listing

8.4.1. Matterport Inc.

8.4.1.1. Participant's Overview

8.4.1.2. Financial Performance

8.4.1.3. Product Benchmarking

8.4.1.4. Strategic Initiatives

8.4.2. Kuula LLC

8.4.2.1. Participant's Overview

8.4.2.2. Financial Performance

8.4.2.3. Product Benchmarking

8.4.2.4. Strategic Initiatives

8.4.3. RTV, Inc.

- 8.4.3.1. Participant's Overview
- 8.4.3.2. Financial Performance
- 8.4.3.3. Product Benchmarking
- 8.4.3.4. Strategic Initiatives
- 8.4.4. Concept3D, Inc.
 - 8.4.4.1. Participant's Overview
 - 8.4.4.2. Financial Performance
 - 8.4.4.3. Product Benchmarking
 - 8.4.4.4. Strategic Initiatives
- 8.4.5. Roundme Limited
 - 8.4.5.1. Participant's Overview
 - 8.4.5.2. Financial Performance
 - 8.4.5.3. Product Benchmarking
 - 8.4.5.4. Strategic Initiatives
- 8.4.6. Invision Studio, Inc.
 - 8.4.6.1. Participant's Overview
 - 8.4.6.2. Financial Performance
 - 8.4.6.3. Product Benchmarking
 - 8.4.6.4. Strategic Initiatives
- 8.4.7. Eye Revolution Ltd.
 - 8.4.7.1. Participant's Overview
 - 8.4.7.2. Financial Performance
 - 8.4.7.3. Product Benchmarking
 - 8.4.7.4. Strategic Initiatives
- 8.4.8. TourVista
 - 8.4.8.1. Participant's Overview
 - 8.4.8.2. Financial Performance
 - 8.4.8.3. Product Benchmarking
 - 8.4.8.4. Strategic Initiatives
- 8.4.9. CloudPano
 - 8.4.9.1. Participant's Overview
 - 8.4.9.2. Financial Performance
 - 8.4.9.3. Product Benchmarking
 - 8.4.9.4. Strategic Initiatives
- 8.4.10. Eyespy360
 - 8.4.10.1. Participant's Overview
 - 8.4.10.2. Financial Performance
 - 8.4.10.3. Product Benchmarking
 - 8.4.10.4. Strategic Initiatives

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