

AR/VR Chip Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global AR/VR chip market size reached US\$ 3.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 13.0 Billion by 2028 exhibiting a growth rate (CAGR) of 21.55% during 2023-2028.

Augmented reality (AR) and virtual reality (VR) chips are electronic circuits installed in various devices. AR refers to a technology that seamlessly merges the real world with virtual objects to support realistic, intelligent, and personalized experiences. On the other hand, VR is a computer-generated simulation to facilitate interaction between an artificial three-dimensional (3D) environment. AR/VR chips are manufactured using silicon, plastic, and metal wires to create the layers of the circuit. These chips are widely used in handheld devices, head-up, head-mounted displays (HMDs), gesture tracking devices, and projector and display walls. As a result, AR/VR chips find extensive applications across the gaming, aerospace and defense, education and entertainment, and media industries.

AR/VR Chip Market Trends:

The rising product utilization in the gaming and entertainment industries across the globe is creating a positive outlook for the market. AR/VR chips are widely used in sensor-based games to control electronic signals via a semiconductor. Additionally, the increasing number of gaming features in smartphones and other devices to enhance the overall user interface experience is acting as another growth-inducing factor. Moreover, the widespread adoption of AR/VR chips in the healthcare industry to train students, nurses, and other medical professionals by providing valuable tools for training medical

personnel without jeopardizing or endangering one's life is favoring the market growth. Apart from this, the increasing product demand for HMDs and goggles with 360-degree viewing capabilities to offer superior vision, high-resolution visuals, and 3D viewing is providing an impetus to the market growth. Furthermore, the rising product utilization in civil aviation or military applications to establish a virtual environment to train pilots and understand and confront difficulties through strategic mapping is positively influencing the market growth. Other factors, including extensive research and development (R&D) activities, rising expenditure capacities of consumers, and growing product demand in the education industry, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global AR/VR chip market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on chip type, device type and end user.

Breakup by Chip Type:

Processor ICs

User Interface ICs

Power Management IC

Breakup by Device Type:

Head Mounted Display

Gesture Tracking Device

Projector and Display Wall

Head Up Display

Handheld Device

Breakup by End User:

Gaming

Entertainment and Media

Aerospace and Defense

Healthcare

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Advanced Micro Devices Inc., Broadcom Inc., Intel Corporation, MediaTek Inc., Nvidia Corporation, Qualcomm Incorporated and Spectra7 Microsystems.

Key Questions Answered in This Report

1. What was the size of the global AR/VR chip market in 2022?
2. What is the expected growth rate of the global AR/VR chip market during 2023-2028?
3. What are the key factors driving the global AR/VR chip market?
4. What has been the impact of COVID-19 on the global AR/VR chip market?
5. What is the breakup of the global AR/VR chip market based on the chip type?

6. What is the breakup of the global AR/VR chip market based on the device type?
7. What is the breakup of the global AR/VR chip market based on the end user?
8. What are the key regions in the global AR/VR chip market?
9. Who are the key players/companies in the global AR/VR chip market?

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