

Philippines Augmented Reality Gaming Market Size, Share, Trends and Forecast by Component, Technology, Device, Game Type, and Region, 2026-2034

<https://marketpublishers.com/r/P36529A651F0EN.html>

Date: August 2026

Pages: 116

Price: US\$ 2,999.00 (Single User License)

ID: P36529A651F0EN

Abstracts

The Philippines augmented reality gaming market size reached USD 81.3 Million in 2025 . The market is projected to reach USD 739.8 Million by 2034 , exhibiting a growth rate (CAGR) of 26.97% during 2026-2034 . With affordable smartphones offering advanced processors, high-resolution displays, and better battery performance, more users can run augmented reality games seamlessly. Besides this, increasing adoption of artificial intelligence (AI), which aids in enhancing realism, personalization, and adaptability in gameplay, is contributing to the expansion of the Philippines augmented reality gaming market share.

PHILIPPINES AUGMENTED REALITY GAMING MARKET TRENDS:

Increasing penetration of smartphones

Rising penetration of smartphones in the Philippines is a major factor fueling the growth of the market, as it is making immersive gaming experiences more accessible to a larger segment of the population. According to a recent report by International Data Corporation, the smartphone market in the Philippines expanded by 6.1% year-over-year (YoY) to nearly 18 Million units in 2024. With affordable smartphones offering advanced processors, high-resolution displays, and better battery performance, more users can run augmented reality games seamlessly. This democratization of technology bridges the gap between high-end gaming systems and everyday devices, allowing young players, casual gamers, and rural users to experience interactive augmented reality features. The integration of strong internet connectivity, especially with the

proliferation of 5G network, is further enhancing multiplayer and location-based augmented reality experiences, making gaming more engaging. Smartphone-based augmented reality gaming also benefits from app store ecosystems that provide easy access, updates, and in-game purchases, encouraging longer engagement. Additionally, social media platforms on smartphones are promoting trends and challenges linked with augmented reality games, creating viral popularity. The affordability of entry-level and mid-range smartphones also ensures that augmented reality gaming spreads across various economic groups.

Growth of esports and competitive gaming culture

The growth of esports and the competitive gaming culture is driving the expansion of the market in the Philippines by creating a dynamic ecosystem that blends entertainment, technology, and community engagement. According to the IMARC Group, the Philippines esports market size reached USD 26.60 Million in 2024. As esports tournaments attract massive audiences and inspire players to seek more interactive experiences, augmented reality gaming provides an ideal platform that combines physical environments with virtual gameplay, offering players a more engaging and realistic experience. Competitive gaming culture is encouraging continuous skill development, teamwork, and social interaction, which align with the immersive features of augmented reality games. The popularity of esports has also led to greater investments in gaming infrastructure, digital platforms, and professional training programs, supporting the adoption of augmented reality gaming. Moreover, augmented reality allows unique tournament formats and real-world interactions, making competitions more exciting for both participants and spectators.

Rising adoption of AI

Increasing adoption of AI is bolstering the Philippines augmented reality gaming market growth. As per the UNESCO, in 2024, the Philippines' AI market size was set to reach USD 772.10 Million. AI-based algorithms make augmented reality games more engaging by creating responsive characters, dynamic challenges, and adaptive storylines that adjust to individual player behavior. This integration of AI with augmented reality enables real-time analytics, improving multiplayer matchmaking and ensuring balanced competition. AI also powers image and object recognition, enhancing interactive experiences in location-based and educational augmented reality games. For developers, AI provides insights into user preferences, enabling better design and in-game monetization strategies. The combination of augmented reality with AI creates highly immersive, intelligent, and customized gaming experiences.

PHILIPPINES AUGMENTED REALITY GAMING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on component, technology, device, and game type.

Component Insights:

Software

Hardware

The report has provided a detailed breakup and analysis of the market based on the component. This includes software and hardware.

Technology Insights:

RFID

GPS

Mobile Tracking

Others

A detailed breakup and analysis of the market based on the technology have also been provided in the report. This includes RFID, GPS, mobile tracking, and others.

Device Insights:

Mobiles

HMDs

Smart Glasses

A detailed breakup and analysis of the market based on the device have also been provided in the report. This includes mobiles, HMDs, and smart glasses.

Game Type Insights:

Racing Games

Adventure Games

Fighting Games

Shooting Games

Mystery Thriller Games

Puzzle Games

Science Fiction Games

Others

A detailed breakup and analysis of the market based on the game type have also been provided in the report. This includes racing games, adventure games, fighting games, shooting games, mystery thriller games, puzzle games, science fiction games, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Philippines Augmented Reality Gaming Market Report

- 1.What is the current size of the Philippines augmented reality gaming market?
- 2.What is the expected growth rate of the Philippines augmented reality gaming market during 2026-2034?
- 3.What factors are driving the growth of the Philippines augmented reality gaming market?
- 4.Which segments are covered in the Philippines augmented reality gaming market report?
- 5.What trends are shaping the future of the Philippines augmented reality gaming market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES AUGMENTED REALITY GAMING MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES AUGMENTED REALITY GAMING MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES AUGMENTED REALITY GAMING MARKET - BREAKUP BY COMPONENT

- 6.1 Software
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Hardware
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 PHILIPPINES AUGMENTED REALITY GAMING MARKET - BREAKUP BY TECHNOLOGY

7.1 RFID

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 GPS

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Mobile Tracking

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Others

7.4.1 Historical and Current Market Trends (2020-2025)

7.4.2 Market Forecast (2026-2034)

8 PHILIPPINES AUGMENTED REALITY GAMING MARKET - BREAKUP BY DEVICE

8.1 Mobiles

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 HMDs

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Smart Glasses

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

9 PHILIPPINES AUGMENTED REALITY GAMING MARKET - BREAKUP BY GAME TYPE

9.1 Racing Games

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Adventure Games

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Fighting Games

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

9.4 Shooting Games

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Forecast (2026-2034)

9.5 Mystery Thriller Games

9.5.1 Overview

9.5.2 Historical and Current Market Trends (2020-2025)

9.5.3 Market Forecast (2026-2034)

9.6 Puzzle Games

9.6.1 Overview

9.6.2 Historical and Current Market Trends (2020-2025)

9.6.3 Market Forecast (2026-2034)

9.7 Science Fiction Games

9.7.1 Overview

9.7.2 Historical and Current Market Trends (2020-2025)

9.7.3 Market Forecast (2026-2034)

9.8 Others

9.8.1 Historical and Current Market Trends (2020-2025)

9.8.2 Market Forecast (2026-2034)

10 PHILIPPINES AUGMENTED REALITY GAMING MARKET – BREAKUP BY REGION

10.1 Luzon

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

- 10.1.3 Market Breakup by Component
- 10.1.4 Market Breakup by Technology
- 10.1.5 Market Breakup by Device
- 10.1.6 Market Breakup by Game Type
- 10.1.7 Key Players
- 10.1.8 Market Forecast (2026-2034)
- 10.2 Visayas
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Breakup by Component
 - 10.2.4 Market Breakup by Technology
 - 10.2.5 Market Breakup by Device
 - 10.2.6 Market Breakup by Game Type
 - 10.2.7 Key Players
 - 10.2.8 Market Forecast (2026-2034)
- 10.3 Mindanao
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Component
 - 10.3.4 Market Breakup by Technology
 - 10.3.5 Market Breakup by Device
 - 10.3.6 Market Breakup by Game Type
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)

11 PHILIPPINES AUGMENTED REALITY GAMING MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview

- 12.1.2 Services Offered
- 12.1.3 Business Strategies
- 12.1.4 SWOT Analysis
- 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview
 - 12.3.2 Services Offered
 - 12.3.3 Business Strategies
 - 12.3.4 SWOT Analysis
 - 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 PHILIPPINES AUGMENTED REALITY GAMING MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview

- 13.2.2 Bargaining Power of Buyers
- 13.2.3 Bargaining Power of Suppliers
- 13.2.4 Degree of Competition
- 13.2.5 Threat of New Entrants
- 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: Philippines Augmented Reality Gaming Market Size, Share, Trends and Forecast by Component, Technology, Device, Game Type, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/P36529A651F0EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P36529A651F0EN.html>