

Global Consumer-grade AI+AR Glasses Market Growth 2026-2032

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Abstracts

The global Consumer-grade AI+AR Glasses market size is predicted to grow from US\$ 224 million in 2025 to US\$ 1778 million in 2032; it is expected to grow at a CAGR of 35.4% from 2026 to 2032.

In 2025, global production of consumer-grade AI+AR glasses reached 760,000 units, with an estimated average selling price of \$301 per unit. Consumer-grade AI+AR glasses refer to smart wearable terminals sold to individual consumers for everyday wear. They integrate AI assistants, multimodal perception, voice interaction, cameras, microphones, speakers, wireless connectivity, and AR/HUD/near-eye display capabilities into a glasses-like form factor. Core functions include real-time translation, navigation prompts, caption display, AI Q&A, information reminders, image recognition, audio-visual entertainment, mobile office, extended gaming screen, and life assistance. Emphasis is placed on lightweight design, stylish appearance, comfortable wear, mobile ecosystem compatibility, and high-frequency daily use. The upstream of the industry chain includes AI/AR chips, Micro-OLED/MicroLED microdisplays, waveguides, cameras, acoustic devices, sensors, batteries, lenses, and software algorithms. Downstream sectors cover e-commerce, consumer electronics retail, optical stores, telecom operators, and brand-owned direct-sale outlets. Gross profit margin is approximately 20%-35%.

United States market for Consumer-grade AI+AR Glasses is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Consumer-grade AI+AR Glasses is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Consumer-grade AI+AR Glasses is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Consumer-grade AI+AR Glasses players cover Meta, Rokid, INMO, OPPO, RealWear, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Consumer-grade AI+AR Glasses Industry Forecast" looks at past sales and reviews total world Consumer-grade AI+AR Glasses sales in 2025, providing a comprehensive analysis by region and market sector of projected Consumer-grade AI+AR Glasses sales for 2026 through 2032. With Consumer-grade AI+AR Glasses sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Consumer-grade AI+AR Glasses industry.

This Insight Report provides a comprehensive analysis of the global Consumer-grade AI+AR Glasses landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Consumer-grade AI+AR Glasses portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Consumer-grade AI+AR Glasses market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Consumer-grade AI+AR Glasses and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Consumer-grade AI+AR Glasses.

This report presents a comprehensive overview, market shares, and growth opportunities of Consumer-grade AI+AR Glasses market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Waveguide Optics

Video Perspective

Segmentation by Display Form:

Information Display Type

Audio/Video Display Type

Segmentation by Application:

Audio-Visual Entertainment

Mobile Office

Life Assistance

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Meta

Rokid

INMO

OPPO

RealWear

Brilliant Labs

Lawaken Technologies

Arknovv

Rayneo Technology

XREAL

SKYWORTH XR

DreamSmart Group

Solomon Technology

EssilorLuxottica

Vuzix

Snap Inc.

Even Realities

Epson

Magic Leap

Key Questions Addressed in this Report

Global Consumer-grade AI+AR Glasses Market Growth 2026-2032

What is the 10-year outlook for the global Consumer-grade AI+AR Glasses market?
What factors are driving Consumer-grade AI+AR Glasses market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Consumer-grade AI+AR Glasses market opportunities vary by end market size?
How does Consumer-grade AI+AR Glasses break out by Type, by Application?

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