

Global Immersive Videos Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Immersive Videos market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Immersive video is a video technology that can provide viewers with an immersive viewing experience. It uses high definition, wide viewing angles, three-dimensional sound and other technical means to create an effect that makes the audience feel as if they are in the video scene. This video technology usually requires the use of some special display and playback equipment, such as large screens, surround sound systems, VR helmets, etc.

United States market for Immersive Videos 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 Immersive Videos 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 Immersive Videos is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Immersive Videos players cover Gefen, Dacast, Launch Media, SVTA, Visualise Creative Limited, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'Immersive Videos Industry Forecast' looks at past sales and reviews total world Immersive Videos sales in 2025, providing a comprehensive analysis by region and market sector of projected Immersive Videos

sales for 2026 through 2032. With Immersive Videos sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Immersive Videos industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Immersive Videos 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 Immersive Videos.

This report presents a comprehensive overview, market shares, and growth opportunities of Immersive Videos market by product type, application, key players and key regions and countries.

Segmentation by Type:

VR

AR

Others

Segmentation by Application:

Drama Performances

Games

Education

Medical Care

Tourism

Military

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 analyzing the company's coverage, product portfolio, its market penetration.

Gefen

Dacast

Launch Media

SVTA

Visualise Creative Limited

Broadpeak

Video Supply

Immersion VR

Euphoria XR

Impressive Immersive

MediaKind

A3 Visual

Sam Baumel

Immersive Technologies

Igloo Vision

VSGi Solutions

Koncept VR

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