

Global VR Game Machine Market Growth 2026-2032

<https://marketpublishers.com/r/G5ACE0AFBECDEN.html>

Date: October 2026

Pages: 151

Price: US\$ 3,660.00 (Single User License)

ID: G5ACE0AFBECDEN

Abstracts

The global VR Game Machine market size is predicted to grow from US\$ 1003 million in 2025 to US\$ 2358 million in 2032; it is expected to grow at a CAGR of 13.0% from 2026 to 2032.

VR Game Machine refers to a commercial virtual-reality entertainment machine that integrates a VR headset or display system with computing hardware, game software, tracking devices, controllers and, depending on configuration, motion platforms, racing or flight controls, shooting devices, rotating seats, treadmills, haptic systems and other sensory-feedback components to create immersive interactive gaming experiences. Typical product forms include VR racing simulators, VR shooting simulators, VR flight simulators, motion-platform VR machines, 360-degree rotating VR machines, free-roam VR systems and VR cinema or ride systems. Products range from compact single-player machines to multiplayer arena-scale attractions and are commonly installed in amusement arcades, family entertainment centers, shopping malls, theme parks, cinemas, resorts and tourist attractions. Key technical parameters include degrees of freedom, motion-platform load capacity, tracking accuracy, refresh rate, field of view, number of supported players, game-content compatibility, floor-space requirement and safety-control architecture. This study focuses on complete commercial VR gaming machines and turnkey VR entertainment systems used in location-based entertainment venues.

Key Findings

Motion-based VR simulators remain the core commercial equipment category by shipment volume

Single-player and two-player machines account for the majority of standardized unit shipments

Family entertainment centers and amusement arcades remain the principal downstream deployment environments

Free-roam and multiplayer systems are increasing their share of higher-value commercial installations

Market Trends

The VR Game Machine industry is shifting from first-generation single-seat simulators toward higher-interactivity, multiplayer and location-based immersive entertainment systems. Commercial operators increasingly favor equipment that combines 3DOF or 6DOF motion, room-scale tracking, haptic feedback, synchronized multiplayer interaction and continuously updated game-content libraries. Free-roam systems are gaining adoption because they allow multiple users to move naturally within a shared physical space, while compact racing, shooting and flight simulators remain important because they offer relatively simple installation, predictable throughput and lower capital requirements. Hardware architecture is also becoming more modular, enabling operators to replace headsets, computers, tracking devices and control modules without replacing the entire machine. Improvements in inside-out tracking, wireless connectivity, display resolution and graphics processing are reducing installation complexity and improving user comfort. At the same time, suppliers are developing remote device management, centralized game-content distribution, cloud-based diagnostics and automated operation functions to reduce staffing requirements. Longer-term market development will focus on multiplayer immersion, mixed-reality integration, higher-fidelity motion platforms, lower motion sickness, improved hygiene management and business models that combine equipment sales with software licensing, content updates and revenue-sharing.

Market Dynamics

Drivers

Demand is supported by expansion of location-based entertainment, rising investment in family entertainment centers, shopping-mall attractions and tourism-oriented experiential venues, and continued consumer interest in immersive interactive entertainment. Commercial VR machines allow venue operators to introduce differentiated attractions within relatively limited floor space and can be refreshed through new software content without replacing all core hardware. Motion simulators,

racing systems and shooting machines also provide experiences that are difficult to reproduce with conventional home gaming equipment, supporting their role in paid entertainment venues. Lower costs for VR displays, graphics hardware and tracking components have improved the economics of entry-level commercial machines, while higher-value multiplayer systems enable operators to charge premium ticket prices and increase group participation. The growth of integrated entertainment complexes in Asia, the Middle East and other emerging markets is creating additional demand for complete VR attraction packages.

Restraints

The market is constrained by relatively high initial investment for advanced motion and free-roam systems, short content life cycles and the need for continuous maintenance in high-traffic venues. Mechanical motion platforms, rotating structures, tracking devices and headsets experience frequent physical use, which increases maintenance requirements and downtime risk. Motion sickness, hygiene concerns and user comfort can also limit utilization rates, particularly for longer experiences. Some low-cost VR machines compete primarily on price and can create uneven product quality across the market, while operators may find it difficult to distinguish durable commercial systems from lightly modified consumer hardware. Content licensing and software compatibility can add recurring expenses, and weak game libraries can reduce repeat visits. Venue operators must also manage safety, operator training, liability and local amusement-equipment requirements when installing moving or rotating VR systems.

Opportunities

The strongest opportunities are developing in free-roam VR arenas, multiplayer attractions, compact unmanned VR systems and integrated entertainment packages for family entertainment centers and tourist destinations. Free-roam platforms can increase group participation and create experiences with higher perceived value than conventional single-user machines. Automated operation, self-service payment, remote monitoring and simplified calibration can improve operating economics in venues with limited staff. Suppliers can also expand recurring revenue through content subscriptions, cloud-based management, software upgrades and revenue-sharing models rather than relying only on one-time hardware sales. Tourism, cultural attractions and themed entertainment provide additional opportunities for customized VR content linked to local landmarks, history or branded intellectual property. Emerging opportunities are also appearing in mixed-reality attractions, esports-style multiplayer systems and installations that combine physical props with virtual environments to improve immersion.

Challenges

Manufacturers must balance immersive performance with equipment reliability, safety and total cost of ownership. Higher degrees of freedom and more complex mechanical structures improve realism but increase component count, maintenance requirements and system costs. Commercial VR equipment must operate repeatedly throughout the day while maintaining accurate tracking, stable frame rates and safe motion control. Suppliers also face rapid hardware obsolescence because headset and graphics technologies evolve faster than traditional amusement equipment life cycles. Content fragmentation remains another challenge because different platforms may use proprietary software frameworks, tracking systems and licensing models. International manufacturers must additionally adapt products to different electrical standards, amusement regulations, certification requirements and language environments. Sustaining operator profitability requires equipment to achieve sufficient daily utilization, making game quality, throughput, reliability and ease of maintenance as important as technical specifications.

Industry Chain Analysis

The upstream VR Game Machine industry includes VR headsets and displays, high-resolution panels, optical lenses, tracking cameras, inertial sensors, controllers, graphics processors, industrial computers, motors, servo drives, actuators, motion-control systems, structural steel and aluminum frames, molded seats, safety restraints, haptic devices, audio systems and electrical control components. Motion-platform suppliers, mechanical-component manufacturers and computing-hardware providers play particularly important roles in higher-value 3DOF, 6DOF and rotating machines.

Midstream manufacturers integrate display hardware, computing systems, tracking, control software, motion platforms and game content into complete commercial equipment. Core value creation is concentrated in mechanical design, motion-control algorithms, headset and tracking integration, synchronization between physical movement and virtual scenes, content development, safety-control architecture, enclosure design, installation and after-sales service. Downstream customers include amusement arcades, family entertainment centers, shopping malls, theme parks, cinemas, resorts and tourist attractions. Value creation increasingly extends beyond equipment manufacturing toward software licensing, content updates, system maintenance, venue design and operational support.

Segment Insights

By Machine Type, the market includes VR Racing Simulator, VR Shooting Simulator, VR Flight Simulator, VR Motion Simulator, VR Free-roam System, VR Cinema and Ride System and Others. Motion simulators, racing machines and shooting systems continue to account for a large share of standardized commercial unit shipments because they are relatively easy to understand, operate and monetize. Free-roam systems represent a smaller proportion of unit shipments but account for a larger share of high-value installations because they require tracking infrastructure, multiple headsets, networking systems, dedicated floor space and integrated game content.

By Motion Configuration, the market includes Static VR Machine, 3DOF Motion VR Machine, 6DOF Motion VR Machine, 360-degree Rotating VR Machine, Free-roam VR System and Others. Static systems offer lower cost and easier maintenance, while 3DOF systems represent a common balance between motion realism and mechanical complexity. 6DOF and 360-degree rotating systems serve premium attractions where stronger physical immersion is required. By Number of Players, the market is segmented into Single-player, 2 Players, 3–4 Players, 5–8 Players and More than 8 Players. Single-player and two-player systems dominate standardized machine shipments, while larger multiplayer configurations are increasingly important in free-roam arenas and group entertainment venues.

Downstream Market Opportunities

Family entertainment centers and amusement arcades remain the most important downstream customers because they require attractions with repeatable operation, strong visual appeal and relatively rapid customer turnover. Shopping malls provide opportunities for compact VR installations that can operate as standalone attractions or within broader entertainment zones, while theme parks and resorts favor larger immersive systems that can support premium ticket pricing. Cinemas and tourist attractions can use VR to extend existing entertainment offerings and create themed experiences linked to films, destinations or cultural content. Growth opportunities are strongest where equipment suppliers can provide turnkey packages covering hardware, content, installation, maintenance and operator training rather than selling standalone machines.

Regional Insights

Asia Pacific is the largest manufacturing base and one of the most important consumption regions for commercial VR game machines. China has developed a broad supplier ecosystem covering entry-level VR simulators, motion-platform equipment,

racing and shooting machines, 360-degree systems and complete VR arcade solutions, supported by established amusement-equipment manufacturing clusters. Demand in China and Southeast Asia is driven by shopping-mall entertainment, family entertainment centers, tourist attractions and amusement venues, while Japan maintains a more specialized market focused on high-quality interactive attractions and location-based entertainment concepts.

North America and Europe represent important high-value markets, particularly for free-roam VR, multiplayer arena systems and premium turnkey attractions. Operators in these regions generally place greater emphasis on content quality, safety certification, software support and recurring system reliability. The Middle East is also developing as an attractive market because new shopping malls, integrated entertainment complexes and tourism projects frequently include immersive digital attractions. Regional competition therefore differs substantially: Asian suppliers generally compete strongly on manufacturing scale, product breadth and cost, while European, North American and selected Japanese suppliers emphasize proprietary content, advanced tracking, multiplayer interaction and system-level experience design.

Competitive Landscape Analysis

The global VR Game Machine market is highly fragmented and combines large-scale amusement-equipment manufacturers, specialized VR attraction developers and technology-focused free-roam system suppliers. Chinese manufacturers such as Guangzhou Steki Amusement Equipment, VART VR, Skyfun, Zhuoyuan, Guangzhou Movie Power Technology, Guangzhou EPARK Electronic Technology, UNIS Technology, Xuzhou Topow Interactive Intelligent Technology, LEKE VR and other specialist suppliers compete with broad portfolios of racing, shooting, flight, motion and rotating VR simulators, supported by cost-efficient manufacturing and export-oriented distribution. HOLOGATE, Zero Latency VR, Virtuix, SPREE Interactive and VRsenal are more focused on proprietary multiplayer or free-roam systems and differentiate through software platforms, game libraries, tracking architecture and turnkey venue solutions. Hashilus represents a specialized Japanese approach centered on customized VR attractions and experiential hardware, while Brogent Technologies combines motion-ride engineering with immersive digital content. Competitive advantage is increasingly determined by content quality, hardware reliability, motion synchronization, multiplayer capability, installation flexibility, remote management and after-sales support rather than by headset specifications alone.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global VR Game Machine 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 VR Game Machine portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global VR Game Machine market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for VR Game Machine and breaks down the forecast by Machine 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 VR Game Machine.

This report presents a comprehensive overview, market shares, and growth opportunities of VR Game Machine market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Machine Type:

VR Racing Simulator

VR Shooting Simulator

VR Flight Simulator

VR Motion Simulator

VR Free-roam System

VR Cinema and Ride System

Others

Segmentation by Motion Configuration:

Static VR Machine

3DOF Motion VR Machine

6DOF Motion VR Machine

360-degree Rotating VR Machine

Free-roam VR System

Others

Segmentation by Number of Players:

Single-player

2 Players

3–4 Players

5–8 Players

More than 8 Players

Segmentation by Application:

Amusement Arcades

Family Entertainment Centers

Shopping Malls

Theme Parks

Cinemas

Resorts and Tourist Attractions

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.

VR 360 Action

Xtrematic

Guangzhou Steki Amusement Equipment (Owatch)

VART VR

Skyfun

Zhuoyuan (FuninVR)

Guangzhou Movie Power Technology / MoviePower

Guangzhou EPARK Electronic Technology

UNIS Technology

YUTO Games

HOLOGATE

Zero Latency VR

Virtuix

SPREE Interactive

VRsenal

Xuzhou Topow Interactive Intelligent Technology (VR Star Space)

LEKE VR

Guangzhou Joyfuncade Electronic

NINE VR Entertainment Equipment

Immersive Worlds Industrial

VRN0.1

Hashilus

Brogent Technologies

Roam Free VR

Key Questions Addressed in this Report

What is the 10-year outlook for the global VR Game Machine market?

What factors are driving VR Game Machine market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do VR Game Machine market opportunities vary by end market size?

How does VR Game Machine break out by Machine Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global VR Game Machine Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for VR Game Machine by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for VR Game Machine by Country/Region, 2021, 2025 & 2032
- 2.2 VR Game Machine Segment by Machine Type
 - 2.2.1 VR Racing Simulator
 - 2.2.2 VR Shooting Simulator
 - 2.2.3 VR Flight Simulator
 - 2.2.4 VR Motion Simulator
 - 2.2.5 VR Free-roam System
 - 2.2.6 VR Cinema and Ride System
 - 2.2.7 Others
 - 2.2.8 VR Game Machine Sales by Machine Type
 - 2.2.8.1 Global VR Game Machine Sales Market Share by Machine Type (2021-2026)
 - 2.2.8.2 Global VR Game Machine Revenue and Market Share by Machine Type (2021-2026)
 - 2.2.8.3 Global VR Game Machine Sale Price by Machine Type (2021-2026)
- 2.3 VR Game Machine Segment by Motion Configuration
 - 2.3.1 Static VR Machine
 - 2.3.2 3DOF Motion VR Machine
 - 2.3.3 6DOF Motion VR Machine
 - 2.3.4 360-degree Rotating VR Machine

2.3.5 Free-roam VR System

2.3.6 Others

2.3.7 VR Game Machine Sales by Motion Configuration

2.3.7.1 Global VR Game Machine Sales Market Share by Motion Configuration
(2021-2026)

2.3.7.2 Global VR Game Machine Revenue and Market Share by Motion
Configuration (2021-2026)

2.3.7.3 Global VR Game Machine Sale Price by Motion Configuration (2021-2026)

2.4 VR Game Machine Segment by Number of Players

2.4.1 Single-player

2.4.2 2 Players

2.4.3 3–4 Players

2.4.4 5–8 Players

2.4.5 More than 8 Players

2.4.6 VR Game Machine Sales by Number of Players

2.4.6.1 Global VR Game Machine Sales Market Share by Number of Players
(2021-2026)

2.4.6.2 Global VR Game Machine Revenue and Market Share by Number of Players
(2021-2026)

2.4.6.3 Global VR Game Machine Sale Price by Number of Players (2021-2026)

2.5 VR Game Machine Segment by Application

2.5.1 Amusement Arcades

2.5.2 Family Entertainment Centers

2.5.3 Shopping Malls

2.5.4 Theme Parks

2.5.5 Cinemas

2.5.6 Resorts and Tourist Attractions

2.5.7 Others

2.5.8 VR Game Machine Sales by Application

2.5.8.1 Global VR Game Machine Sale Market Share by Application (2021-2026)

2.5.8.2 Global VR Game Machine Revenue and Market Share by Application
(2021-2026)

2.5.8.3 Global VR Game Machine Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global VR Game Machine Breakdown Data by Company

3.1.1 Global VR Game Machine Annual Sales by Company (2021-2026)

3.1.2 Global VR Game Machine Sales Market Share by Company (2021-2026)

- 3.2 Global VR Game Machine Annual Revenue by Company (2021-2026)
 - 3.2.1 Global VR Game Machine Revenue by Company (2021-2026)
 - 3.2.2 Global VR Game Machine Revenue Market Share by Company (2021-2026)
- 3.3 Global VR Game Machine Sale Price by Company
- 3.4 Key Manufacturers VR Game Machine Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers VR Game Machine Product Location Distribution
 - 3.4.2 Players VR Game Machine Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR VR GAME MACHINE BY GEOGRAPHIC REGION

- 4.1 World Historic VR Game Machine Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global VR Game Machine Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global VR Game Machine Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic VR Game Machine Market Size by Country/Region (2021-2026)
 - 4.2.1 Global VR Game Machine Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global VR Game Machine Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas VR Game Machine Sales Growth
- 4.4 APAC VR Game Machine Sales Growth
- 4.5 Europe VR Game Machine Sales Growth
- 4.6 Middle East & Africa VR Game Machine Sales Growth

5 AMERICAS

- 5.1 Americas VR Game Machine Sales by Country
 - 5.1.1 Americas VR Game Machine Sales by Country (2021-2026)
 - 5.1.2 Americas VR Game Machine Revenue by Country (2021-2026)
- 5.2 Americas VR Game Machine Sales by Machine Type (2021-2026)
- 5.3 Americas VR Game Machine Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

6.1 APAC VR Game Machine Sales by Region

6.1.1 APAC VR Game Machine Sales by Region (2021-2026)

6.1.2 APAC VR Game Machine Revenue by Region (2021-2026)

6.2 APAC VR Game Machine Sales by Machine Type (2021-2026)

6.3 APAC VR Game Machine Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe VR Game Machine by Country

7.1.1 Europe VR Game Machine Sales by Country (2021-2026)

7.1.2 Europe VR Game Machine Revenue by Country (2021-2026)

7.2 Europe VR Game Machine Sales by Machine Type (2021-2026)

7.3 Europe VR Game Machine Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa VR Game Machine by Country

8.1.1 Middle East & Africa VR Game Machine Sales by Country (2021-2026)

8.1.2 Middle East & Africa VR Game Machine Revenue by Country (2021-2026)

8.2 Middle East & Africa VR Game Machine Sales by Machine Type (2021-2026)

8.3 Middle East & Africa VR Game Machine Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of VR Game Machine

10.3 Manufacturing Process Analysis of VR Game Machine

10.4 Industry Chain Structure of VR Game Machine

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 VR Game Machine Distributors

11.3 VR Game Machine Customer

12 WORLD FORECAST REVIEW FOR VR GAME MACHINE BY GEOGRAPHIC REGION

12.1 Global VR Game Machine Market Size Forecast by Region

12.1.1 Global VR Game Machine Forecast by Region (2027-2032)

12.1.2 Global VR Game Machine Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global VR Game Machine Forecast by Machine Type (2027-2032)

12.7 Global VR Game Machine Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 VR 360 Action

13.1.1 VR 360 Action Company Information

13.1.2 VR 360 Action VR Game Machine Product Portfolios and Specifications

13.1.3 VR 360 Action VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 VR 360 Action Main Business Overview

13.1.5 VR 360 Action Latest Developments

13.2 Xtrematic

13.2.1 Xtrematic Company Information

13.2.2 Xtrematic VR Game Machine Product Portfolios and Specifications

13.2.3 Xtrematic VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Xtrematic Main Business Overview

13.2.5 Xtrematic Latest Developments

13.3 Guangzhou Steki Amusement Equipment (Owatch)

13.3.1 Guangzhou Steki Amusement Equipment (Owatch) Company Information

13.3.2 Guangzhou Steki Amusement Equipment (Owatch) VR Game Machine Product Portfolios and Specifications

13.3.3 Guangzhou Steki Amusement Equipment (Owatch) VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Guangzhou Steki Amusement Equipment (Owatch) Main Business Overview

13.3.5 Guangzhou Steki Amusement Equipment (Owatch) Latest Developments

13.4 VART VR

13.4.1 VART VR Company Information

13.4.2 VART VR VR Game Machine Product Portfolios and Specifications

13.4.3 VART VR VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 VART VR Main Business Overview

13.4.5 VART VR Latest Developments

13.5 Skyfun

13.5.1 Skyfun Company Information

13.5.2 Skyfun VR Game Machine Product Portfolios and Specifications

13.5.3 Skyfun VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Skyfun Main Business Overview

13.5.5 Skyfun Latest Developments

13.6 Zhuoyuan (FuninVR)

13.6.1 Zhuoyuan (FuninVR) Company Information

13.6.2 Zhuoyuan (FuninVR) VR Game Machine Product Portfolios and Specifications

13.6.3 Zhuoyuan (FuninVR) VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Zhuoyuan (FuninVR) Main Business Overview

13.6.5 Zhuoyuan (FuninVR) Latest Developments

13.7 Guangzhou Movie Power Technology / MoviePower

13.7.1 Guangzhou Movie Power Technology / MoviePower Company Information

13.7.2 Guangzhou Movie Power Technology / MoviePower VR Game Machine Product Portfolios and Specifications

13.7.3 Guangzhou Movie Power Technology / MoviePower VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Guangzhou Movie Power Technology / MoviePower Main Business Overview

13.7.5 Guangzhou Movie Power Technology / MoviePower Latest Developments

13.8 Guangzhou EPARK Electronic Technology

13.8.1 Guangzhou EPARK Electronic Technology Company Information

13.8.2 Guangzhou EPARK Electronic Technology VR Game Machine Product Portfolios and Specifications

13.8.3 Guangzhou EPARK Electronic Technology VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Guangzhou EPARK Electronic Technology Main Business Overview

13.8.5 Guangzhou EPARK Electronic Technology Latest Developments

13.9 UNIS Technology

13.9.1 UNIS Technology Company Information

13.9.2 UNIS Technology VR Game Machine Product Portfolios and Specifications

13.9.3 UNIS Technology VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 UNIS Technology Main Business Overview

13.9.5 UNIS Technology Latest Developments

13.10 YUTO Games

13.10.1 YUTO Games Company Information

13.10.2 YUTO Games VR Game Machine Product Portfolios and Specifications

13.10.3 YUTO Games VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 YUTO Games Main Business Overview

13.10.5 YUTO Games Latest Developments

13.11 HOLOGATE

13.11.1 HOLOGATE Company Information

13.11.2 HOLOGATE VR Game Machine Product Portfolios and Specifications

13.11.3 HOLOGATE VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.11.4 HOLOGATE Main Business Overview
- 13.11.5 HOLOGATE Latest Developments
- 13.12 Zero Latency VR
 - 13.12.1 Zero Latency VR Company Information
 - 13.12.2 Zero Latency VR VR Game Machine Product Portfolios and Specifications
 - 13.12.3 Zero Latency VR VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 Zero Latency VR Main Business Overview
 - 13.12.5 Zero Latency VR Latest Developments
- 13.13 Virtuix
 - 13.13.1 Virtuix Company Information
 - 13.13.2 Virtuix VR Game Machine Product Portfolios and Specifications
 - 13.13.3 Virtuix VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Virtuix Main Business Overview
 - 13.13.5 Virtuix Latest Developments
- 13.14 SPREE Interactive
 - 13.14.1 SPREE Interactive Company Information
 - 13.14.2 SPREE Interactive VR Game Machine Product Portfolios and Specifications
 - 13.14.3 SPREE Interactive VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 SPREE Interactive Main Business Overview
 - 13.14.5 SPREE Interactive Latest Developments
- 13.15 VRsenal
 - 13.15.1 VRsenal Company Information
 - 13.15.2 VRsenal VR Game Machine Product Portfolios and Specifications
 - 13.15.3 VRsenal VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 VRsenal Main Business Overview
 - 13.15.5 VRsenal Latest Developments
- 13.16 Xuzhou Topow Interactive Intelligent Technology (VR Star Space)
 - 13.16.1 Xuzhou Topow Interactive Intelligent Technology (VR Star Space) Company Information
 - 13.16.2 Xuzhou Topow Interactive Intelligent Technology (VR Star Space) VR Game Machine Product Portfolios and Specifications
 - 13.16.3 Xuzhou Topow Interactive Intelligent Technology (VR Star Space) VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Xuzhou Topow Interactive Intelligent Technology (VR Star Space) Main Business Overview

13.16.5 Xuzhou Topow Interactive Intelligent Technology (VR Star Space) Latest Developments

13.17 LEKE VR

13.17.1 LEKE VR Company Information

13.17.2 LEKE VR VR Game Machine Product Portfolios and Specifications

13.17.3 LEKE VR VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.17.4 LEKE VR Main Business Overview

13.17.5 LEKE VR Latest Developments

13.18 Guangzhou Joyfuncade Electronic

13.18.1 Guangzhou Joyfuncade Electronic Company Information

13.18.2 Guangzhou Joyfuncade Electronic VR Game Machine Product Portfolios and Specifications

13.18.3 Guangzhou Joyfuncade Electronic VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.18.4 Guangzhou Joyfuncade Electronic Main Business Overview

13.18.5 Guangzhou Joyfuncade Electronic Latest Developments

13.19 NINE VR Entertainment Equipment

13.19.1 NINE VR Entertainment Equipment Company Information

13.19.2 NINE VR Entertainment Equipment VR Game Machine Product Portfolios and Specifications

13.19.3 NINE VR Entertainment Equipment VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.19.4 NINE VR Entertainment Equipment Main Business Overview

13.19.5 NINE VR Entertainment Equipment Latest Developments

13.20 Immersive Worlds Industrial

13.20.1 Immersive Worlds Industrial Company Information

13.20.2 Immersive Worlds Industrial VR Game Machine Product Portfolios and Specifications

13.20.3 Immersive Worlds Industrial VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.20.4 Immersive Worlds Industrial Main Business Overview

13.20.5 Immersive Worlds Industrial Latest Developments

13.21 VRN0.1

13.21.1 VRN0.1 Company Information

13.21.2 VRN0.1 VR Game Machine Product Portfolios and Specifications

13.21.3 VRN0.1 VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.21.4 VRN0.1 Main Business Overview

13.21.5 VRN0.1 Latest Developments

13.22 Hashilus

13.22.1 Hashilus Company Information

13.22.2 Hashilus VR Game Machine Product Portfolios and Specifications

13.22.3 Hashilus VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.22.4 Hashilus Main Business Overview

13.22.5 Hashilus Latest Developments

13.23 Brogent Technologies

13.23.1 Brogent Technologies Company Information

13.23.2 Brogent Technologies VR Game Machine Product Portfolios and Specifications

13.23.3 Brogent Technologies VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.23.4 Brogent Technologies Main Business Overview

13.23.5 Brogent Technologies Latest Developments

13.24 Roam Free VR

13.24.1 Roam Free VR Company Information

13.24.2 Roam Free VR VR Game Machine Product Portfolios and Specifications

13.24.3 Roam Free VR VR Game Machine Sales, Revenue, Price and Gross Margin (2021-2026)

13.24.4 Roam Free VR Main Business Overview

13.24.5 Roam Free VR Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. VR Game Machine Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. VR Game Machine Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of VR Racing Simulator
- Table 4. Major Players of VR Shooting Simulator
- Table 5. Major Players of VR Flight Simulator
- Table 6. Major Players of VR Motion Simulator
- Table 7. Major Players of VR Free-roam System
- Table 8. Major Players of VR Cinema and Ride System
- Table 9. Major Players of Others
- Table 10. Global VR Game Machine Sales by Machine Type (2021-2026) & (K Units)
- Table 11. Global VR Game Machine Sales Market Share by Machine Type (2021-2026)
- Table 12. Global VR Game Machine Revenue by Machine Type (2021-2026) & (\$ million)
- Table 13. Global VR Game Machine Revenue Market Share by Machine Type (2021-2026)
- Table 14. Global VR Game Machine Sale Price by Machine Type (2021-2026) & (US\$/Unit)
- Table 15. Major Players of Static VR Machine
- Table 16. Major Players of 3DOF Motion VR Machine
- Table 17. Major Players of 6DOF Motion VR Machine
- Table 18. Major Players of 360-degree Rotating VR Machine
- Table 19. Major Players of Free-roam VR System
- Table 20. Major Players of Others
- Table 21. Global VR Game Machine Sales by Motion Configuration (2021-2026) & (K Units)
- Table 22. Global VR Game Machine Sales Market Share by Motion Configuration (2021-2026)
- Table 23. Global VR Game Machine Revenue by Motion Configuration (2021-2026) & (\$ million)
- Table 24. Global VR Game Machine Revenue Market Share by Motion Configuration (2021-2026)
- Table 25. Global VR Game Machine Sale Price by Motion Configuration (2021-2026) & (US\$/Unit)

Table 26. Major Players of Single-player

Table 27. Major Players of 2 Players

Table 28. Major Players of 3–4 Players

Table 29. Major Players of 5–8 Players

Table 30. Major Players of More than 8 Players

Table 31. Global VR Game Machine Sales by Number of Players (2021-2026) & (K Units)

Table 32. Global VR Game Machine Sales Market Share by Number of Players (2021-2026)

Table 33. Global VR Game Machine Revenue by Number of Players (2021-2026) & (\$ million)

Table 34. Global VR Game Machine Revenue Market Share by Number of Players (2021-2026)

Table 35. Global VR Game Machine Sale Price by Number of Players (2021-2026) & (US\$/Unit)

Table 36. Global VR Game Machine Sale by Application (2021-2026) & (K Units)

Table 37. Global VR Game Machine Sale Market Share by Application (2021-2026)

Table 38. Global VR Game Machine Revenue by Application (2021-2026) & (\$ million)

Table 39. Global VR Game Machine Revenue Market Share by Application (2021-2026)

Table 40. Global VR Game Machine Sale Price by Application (2021-2026) & (US\$/Unit)

Table 41. Global VR Game Machine Sales by Company (2021-2026) & (K Units)

Table 42. Global VR Game Machine Sales Market Share by Company (2021-2026)

Table 43. Global VR Game Machine Revenue by Company (2021-2026) & (\$ millions)

Table 44. Global VR Game Machine Revenue Market Share by Company (2021-2026)

Table 45. Global VR Game Machine Sale Price by Company (2021-2026) & (US\$/Unit)

Table 46. Key Manufacturers VR Game Machine Producing Area Distribution and Sales Area

Table 47. Players VR Game Machine Products Offered

Table 48. VR Game Machine Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 49. New Products and Potential Entrants

Table 50. Market M&A Activity & Strategy

Table 51. Global VR Game Machine Sales by Geographic Region (2021-2026) & (K Units)

Table 52. Global VR Game Machine Sales Market Share Geographic Region (2021-2026)

Table 53. Global VR Game Machine Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 54. Global VR Game Machine Revenue Market Share by Geographic Region

(2021-2026)

Table 55. Global VR Game Machine Sales by Country/Region (2021-2026) & (K Units)

Table 56. Global VR Game Machine Sales Market Share by Country/Region
(2021-2026)

Table 57. Global VR Game Machine Revenue by Country/Region (2021-2026) & (\$
millions)

Table 58. Global VR Game Machine Revenue Market Share by Country/Region
(2021-2026)

Table 59. Americas VR Game Machine Sales by Country (2021-2026) & (K Units)

Table 60. Americas VR Game Machine Sales Market Share by Country (2021-2026)

Table 61. Americas VR Game Machine Revenue by Country (2021-2026) & (\$ millions)

Table 62. Americas VR Game Machine Sales by Machine Type (2021-2026) & (K Units)

Table 63. Americas VR Game Machine Sales by Application (2021-2026) & (K Units)

Table 64. APAC VR Game Machine Sales by Region (2021-2026) & (K Units)

Table 65. APAC VR Game Machine Sales Market Share by Region (2021-2026)

Table 66. APAC VR Game Machine Revenue by Region (2021-2026) & (\$ millions)

Table 67. APAC VR Game Machine Sales by Machine Type (2021-2026) & (K Units)

Table 68. APAC VR Game Machine Sales by Application (2021-2026) & (K Units)

Table 69. Europe VR Game Machine Sales by Country (2021-2026) & (K Units)

Table 70. Europe VR Game Machine Revenue by Country (2021-2026) & (\$ millions)

Table 71. Europe VR Game Machine Sales by Machine Type (2021-2026) & (K Units)

Table 72. Europe VR Game Machine Sales by Application (2021-2026) & (K Units)

Table 73. Middle East & Africa VR Game Machine Sales by Country (2021-2026) & (K
Units)

Table 74. Middle East & Africa VR Game Machine Revenue Market Share by Country
(2021-2026)

Table 75. Middle East & Africa VR Game Machine Sales by Machine Type (2021-2026)
& (K Units)

Table 76. Middle East & Africa VR Game Machine Sales by Application (2021-2026) &
(K Units)

Table 77. Key Market Drivers & Growth Opportunities of VR Game Machine

Table 78. Key Market Challenges & Risks of VR Game Machine

Table 79. Key Industry Trends of VR Game Machine

Table 80. VR Game Machine Raw Material

Table 81. Key Suppliers of Raw Materials

Table 82. VR Game Machine Distributors List

Table 83. VR Game Machine Customer List

Table 84. Global VR Game Machine Sales Forecast by Region (2027-2032) & (K Units)

Table 85. Global VR Game Machine Revenue Forecast by Region (2027-2032) & (\$

millions)

Table 86. Americas VR Game Machine Sales Forecast by Country (2027-2032) & (K Units)

Table 87. Americas VR Game Machine Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 88. APAC VR Game Machine Sales Forecast by Region (2027-2032) & (K Units)

Table 89. APAC VR Game Machine Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 90. Europe VR Game Machine Sales Forecast by Country (2027-2032) & (K Units)

Table 91. Europe VR Game Machine Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 92. Middle East & Africa VR Game Machine Sales Forecast by Country (2027-2032) & (K Units)

Table 93. Middle East & Africa VR Game Machine Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 94. Global VR Game Machine Sales Forecast by Machine Type (2027-2032) & (K Units)

Table 95. Global VR Game Machine Revenue Forecast by Machine Type (2027-2032) & (\$ millions)

Table 96. Global VR Game Machine Sales Forecast by Application (2027-2032) & (K Units)

Table 97. Global VR Game Machine Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 98. VR 360 Action Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 99. VR 360 Action VR Game Machine Product Portfolios and Specifications

Table 100. VR 360 Action VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 101. VR 360 Action Main Business

Table 102. VR 360 Action Latest Developments

Table 103. Xtrematic Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 104. Xtrematic VR Game Machine Product Portfolios and Specifications

Table 105. Xtrematic VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 106. Xtrematic Main Business

Table 107. Xtrematic Latest Developments

Table 108. Guangzhou Steki Amusement Equipment (Owatch) Basic Information, VR

Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 109. Guangzhou Steki Amusement Equipment (Owatch) VR Game Machine Product Portfolios and Specifications

Table 110. Guangzhou Steki Amusement Equipment (Owatch) VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Guangzhou Steki Amusement Equipment (Owatch) Main Business

Table 112. Guangzhou Steki Amusement Equipment (Owatch) Latest Developments

Table 113. VART VR Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 114. VART VR VR Game Machine Product Portfolios and Specifications

Table 115. VART VR VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. VART VR Main Business

Table 117. VART VR Latest Developments

Table 118. Skyfun Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 119. Skyfun VR Game Machine Product Portfolios and Specifications

Table 120. Skyfun VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Skyfun Main Business

Table 122. Skyfun Latest Developments

Table 123. Zhuoyuan (FuninVR) Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 124. Zhuoyuan (FuninVR) VR Game Machine Product Portfolios and Specifications

Table 125. Zhuoyuan (FuninVR) VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Zhuoyuan (FuninVR) Main Business

Table 127. Zhuoyuan (FuninVR) Latest Developments

Table 128. Guangzhou Movie Power Technology / MoviePower Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 129. Guangzhou Movie Power Technology / MoviePower VR Game Machine Product Portfolios and Specifications

Table 130. Guangzhou Movie Power Technology / MoviePower VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Guangzhou Movie Power Technology / MoviePower Main Business

Table 132. Guangzhou Movie Power Technology / MoviePower Latest Developments

Table 133. Guangzhou EPARK Electronic Technology Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 134. Guangzhou EPARK Electronic Technology VR Game Machine Product Portfolios and Specifications

Table 135. Guangzhou EPARK Electronic Technology VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Guangzhou EPARK Electronic Technology Main Business

Table 137. Guangzhou EPARK Electronic Technology Latest Developments

Table 138. UNIS Technology Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 139. UNIS Technology VR Game Machine Product Portfolios and Specifications

Table 140. UNIS Technology VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. UNIS Technology Main Business

Table 142. UNIS Technology Latest Developments

Table 143. YUTO Games Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 144. YUTO Games VR Game Machine Product Portfolios and Specifications

Table 145. YUTO Games VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. YUTO Games Main Business

Table 147. YUTO Games Latest Developments

Table 148. HOLOGATE Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 149. HOLOGATE VR Game Machine Product Portfolios and Specifications

Table 150. HOLOGATE VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. HOLOGATE Main Business

Table 152. HOLOGATE Latest Developments

Table 153. Zero Latency VR Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 154. Zero Latency VR VR Game Machine Product Portfolios and Specifications

Table 155. Zero Latency VR VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 156. Zero Latency VR Main Business

Table 157. Zero Latency VR Latest Developments

Table 158. Virtuix Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 159. Virtuix VR Game Machine Product Portfolios and Specifications

Table 160. Virtuix VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 161. Virtuix Main Business

Table 162. Virtuix Latest Developments

Table 163. SPREE Interactive Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 164. SPREE Interactive VR Game Machine Product Portfolios and Specifications

Table 165. SPREE Interactive VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 166. SPREE Interactive Main Business

Table 167. SPREE Interactive Latest Developments

Table 168. VRsenal Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 169. VRsenal VR Game Machine Product Portfolios and Specifications

Table 170. VRsenal VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 171. VRsenal Main Business

Table 172. VRsenal Latest Developments

Table 173. Xuzhou Topow Interactive Intelligent Technology (VR Star Space) Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 174. Xuzhou Topow Interactive Intelligent Technology (VR Star Space) VR Game Machine Product Portfolios and Specifications

Table 175. Xuzhou Topow Interactive Intelligent Technology (VR Star Space) VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 176. Xuzhou Topow Interactive Intelligent Technology (VR Star Space) Main Business

Table 177. Xuzhou Topow Interactive Intelligent Technology (VR Star Space) Latest Developments

Table 178. LEKE VR Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 179. LEKE VR VR Game Machine Product Portfolios and Specifications

Table 180. LEKE VR VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 181. LEKE VR Main Business

Table 182. LEKE VR Latest Developments

Table 183. Guangzhou Joyfuncade Electronic Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 184. Guangzhou Joyfuncade Electronic VR Game Machine Product Portfolios and Specifications

Table 185. Guangzhou Joyfuncade Electronic VR Game Machine Sales (K Units),

Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 186. Guangzhou Joyfuncade Electronic Main Business

Table 187. Guangzhou Joyfuncade Electronic Latest Developments

Table 188. NINE VR Entertainment Equipment Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 189. NINE VR Entertainment Equipment VR Game Machine Product Portfolios and Specifications

Table 190. NINE VR Entertainment Equipment VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 191. NINE VR Entertainment Equipment Main Business

Table 192. NINE VR Entertainment Equipment Latest Developments

Table 193. Immersive Worlds Industrial Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 194. Immersive Worlds Industrial VR Game Machine Product Portfolios and Specifications

Table 195. Immersive Worlds Industrial VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 196. Immersive Worlds Industrial Main Business

Table 197. Immersive Worlds Industrial Latest Developments

Table 198. VRN0.1 Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 199. VRN0.1 VR Game Machine Product Portfolios and Specifications

Table 200. VRN0.1 VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 201. VRN0.1 Main Business

Table 202. VRN0.1 Latest Developments

Table 203. Hashilus Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 204. Hashilus VR Game Machine Product Portfolios and Specifications

Table 205. Hashilus VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 206. Hashilus Main Business

Table 207. Hashilus Latest Developments

Table 208. Brogent Technologies Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 209. Brogent Technologies VR Game Machine Product Portfolios and Specifications

Table 210. Brogent Technologies VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 211. Brogent Technologies Main Business

Table 212. Brogent Technologies Latest Developments

Table 213. Roam Free VR Basic Information, VR Game Machine Manufacturing Base, Sales Area and Its Competitors

Table 214. Roam Free VR VR Game Machine Product Portfolios and Specifications

Table 215. Roam Free VR VR Game Machine Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 216. Roam Free VR Main Business

Table 217. Roam Free VR Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of VR Game Machine
- Figure 2. VR Game Machine Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global VR Game Machine Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global VR Game Machine Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. VR Game Machine Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. VR Game Machine Sales Market Share by Country/Region (2025)
- Figure 10. VR Game Machine Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of VR Racing Simulator
- Figure 12. Product Picture of VR Shooting Simulator
- Figure 13. Product Picture of VR Flight Simulator
- Figure 14. Product Picture of VR Motion Simulator
- Figure 15. Product Picture of VR Free-roam System
- Figure 16. Product Picture of VR Cinema and Ride System
- Figure 17. Product Picture of Others
- Figure 18. Global VR Game Machine Sales Market Share by Machine Type in 2026
- Figure 19. Global VR Game Machine Revenue Market Share by Machine Type (2021-2026)
- Figure 20. Product Picture of Static VR Machine
- Figure 21. Product Picture of 3DOF Motion VR Machine
- Figure 22. Product Picture of 6DOF Motion VR Machine
- Figure 23. Product Picture of 360-degree Rotating VR Machine
- Figure 24. Product Picture of Free-roam VR System
- Figure 25. Product Picture of Others
- Figure 26. Global VR Game Machine Sales Market Share by Motion Configuration in 2026
- Figure 27. Global VR Game Machine Revenue Market Share by Motion Configuration (2021-2026)
- Figure 28. Product Picture of Single-player
- Figure 29. Product Picture of 2 Players
- Figure 30. Product Picture of 3–4 Players

Figure 31. Product Picture of 5–8 Players

Figure 32. Product Picture of More than 8 Players

Figure 33. Global VR Game Machine Sales Market Share by Number of Players in 2026

Figure 34. Global VR Game Machine Revenue Market Share by Number of Players (2021-2026)

Figure 35. VR Game Machine Consumed in Amusement Arcades

Figure 36. Global VR Game Machine Market: Amusement Arcades (2021-2026) & (K Units)

Figure 37. VR Game Machine Consumed in Family Entertainment Centers

Figure 38. Global VR Game Machine Market: Family Entertainment Centers (2021-2026) & (K Units)

Figure 39. VR Game Machine Consumed in Shopping Malls

Figure 40. Global VR Game Machine Market: Shopping Malls (2021-2026) & (K Units)

Figure 41. VR Game Machine Consumed in Theme Parks

Figure 42. Global VR Game Machine Market: Theme Parks (2021-2026) & (K Units)

Figure 43. VR Game Machine Consumed in Cinemas

Figure 44. Global VR Game Machine Market: Cinemas (2021-2026) & (K Units)

Figure 45. VR Game Machine Consumed in Resorts and Tourist Attractions

Figure 46. Global VR Game Machine Market: Resorts and Tourist Attractions (2021-2026) & (K Units)

Figure 47. VR Game Machine Consumed in Others

Figure 48. Global VR Game Machine Market: Others (2021-2026) & (K Units)

Figure 49. Global VR Game Machine Sale Market Share by Application (2025)

Figure 50. Global VR Game Machine Revenue Market Share by Application in 2025

Figure 51. VR Game Machine Sales by Company in 2025 (K Units)

Figure 52. Global VR Game Machine Sales Market Share by Company in 2025

Figure 53. VR Game Machine Revenue by Company in 2025 (\$ millions)

Figure 54. Global VR Game Machine Revenue Market Share by Company in 2025

Figure 55. Global VR Game Machine Sales Market Share by Geographic Region (2021-2026)

Figure 56. Global VR Game Machine Revenue Market Share by Geographic Region in 2025

Figure 57. Americas VR Game Machine Sales 2021-2026 (K Units)

Figure 58. Americas VR Game Machine Revenue 2021-2026 (\$ millions)

Figure 59. APAC VR Game Machine Sales 2021-2026 (K Units)

Figure 60. APAC VR Game Machine Revenue 2021-2026 (\$ millions)

Figure 61. Europe VR Game Machine Sales 2021-2026 (K Units)

Figure 62. Europe VR Game Machine Revenue 2021-2026 (\$ millions)

Figure 63. Middle East & Africa VR Game Machine Sales 2021-2026 (K Units)

Figure 64. Middle East & Africa VR Game Machine Revenue 2021-2026 (\$ millions)

Figure 65. Americas VR Game Machine Sales Market Share by Country in 2025

Figure 66. Americas VR Game Machine Revenue Market Share by Country (2021-2026)

Figure 67. Americas VR Game Machine Sales Market Share by Machine Type (2021-2026)

Figure 68. Americas VR Game Machine Sales Market Share by Application (2021-2026)

Figure 69. United States VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 70. Canada VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 71. Mexico VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 72. Brazil VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 73. APAC VR Game Machine Sales Market Share by Region in 2025

Figure 74. APAC VR Game Machine Revenue Market Share by Region (2021-2026)

Figure 75. APAC VR Game Machine Sales Market Share by Machine Type (2021-2026)

Figure 76. APAC VR Game Machine Sales Market Share by Application (2021-2026)

Figure 77. China VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 78. Japan VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 79. South Korea VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 80. Southeast Asia VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 81. India VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 82. Australia VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 83. China Taiwan VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 84. Europe VR Game Machine Sales Market Share by Country in 2025

Figure 85. Europe VR Game Machine Revenue Market Share by Country (2021-2026)

Figure 86. Europe VR Game Machine Sales Market Share by Machine Type (2021-2026)

Figure 87. Europe VR Game Machine Sales Market Share by Application (2021-2026)

Figure 88. Germany VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 89. France VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 90. UK VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 91. Italy VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 92. Russia VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 93. Middle East & Africa VR Game Machine Sales Market Share by Country (2021-2026)

Figure 94. Middle East & Africa VR Game Machine Sales Market Share by Machine Type (2021-2026)

Figure 95. Middle East & Africa VR Game Machine Sales Market Share by Application (2021-2026)

Figure 96. Egypt VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 97. South Africa VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 98. Israel VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 99. Turkey VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 100. GCC Countries VR Game Machine Revenue Growth 2021-2026 (\$ millions)

Figure 101. Manufacturing Cost Structure Analysis of VR Game Machine in 2026

Figure 102. Manufacturing Process Analysis of VR Game Machine

Figure 103. Industry Chain Structure of VR Game Machine

Figure 104. Channels of Distribution

Figure 105. Global VR Game Machine Sales Market Forecast by Region (2027-2032)

Figure 106. Global VR Game Machine Revenue Market Share Forecast by Region (2027-2032)

Figure 107. Global VR Game Machine Sales Market Share Forecast by Machine Type (2027-2032)

Figure 108. Global VR Game Machine Revenue Market Share Forecast by Machine Type (2027-2032)

Figure 109. Global VR Game Machine Sales Market Share Forecast by Application (2027-2032)

Figure 110. Global VR Game Machine Revenue Market Share Forecast by Application (2027-2032)

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