

Virtual Reality: Disrupting the Entertainment Experience

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Abstracts

Virtual reality has the potential to impact multiple industries with its versatility and ever-increasing applications, including entertainment, communication, and productivity, among others. With devices entering the market and consumers gaining interest in the technology, both hardware companies and content creators are eager to leverage VR technology to redefine the user experience. This report studies virtual reality hardware including headsets and peripherals. It assesses five VR headset market leaders, their products, and their strategies, as well as additional noteworthy headsets both on market and in development. It explains the differences among the various VR techniques and assesses how these methods are shaping VR product development. This report includes five-year global forecasts of households adopting VR headsets.

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