

# Global Immersive Virtual Reality Market Size, Status and Forecast 2022

<https://marketpublishers.com/r/GDA76E2D953EN.html>

Date: July 2017

Pages: 105

Price: US\$ 3,366.00 (Single User License)

ID: GDA76E2D953EN

## Abstracts

This report studies the Immersive Virtual Reality market status and outlook of global and major regions, from angles of players, regions, product and end Application/industries; this report analyzes the top players in global and major regions, and splits the Immersive Virtual Reality market by product and Application/end industries.

The global Immersive Virtual Reality market is valued at XX million USD in 2016 and is expected to reach XX million USD by the end of 2022, growing at a CAGR of XX% between 2016 and 2022.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

United States will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Immersive Virtual Reality. EU also play important roles in global market, with market size of xx million USD in 2016 and will be xx million USD in 2022, with a CAGR of XX.

The major players in global market include

Facebook

Google

HTC

Microsoft

Magic Leap

Samsung

WorldViz

Marxent Labs

Unity Technologies

Snap

CastAR

Geographically, this report split global into several key Regions, with, revenue (million USD), market share and growth rate of Immersive Virtual Reality for these regions, from 2012 to 2022 (forecast)

United States

EU

Japan

China

India

Southeast Asia

On the basis of product, the Immersive Virtual Reality market is primarily split into

Non-Immersion

Half-Immersion

Whole-Immersion

On the basis on the end users/Application, this report covers

Entertainment

Engineering

Education

Commercial

## Contents

### 1 INDUSTRY OVERVIEW

#### 1.1 Immersive Virtual Reality Market Overview

##### 1.1.1 Immersive Virtual Reality Product Scope

##### 1.1.2 Market Status and Outlook

#### 1.2 Global Immersive Virtual Reality Market Size and Analysis by Regions (2012-2017)

##### 1.2.1 United States Immersive Virtual Reality Market Status and Outlook

##### 1.2.2 EU Immersive Virtual Reality Market Status and Outlook

##### 1.2.3 Japan Immersive Virtual Reality Market Status and Outlook

##### 1.2.4 China Immersive Virtual Reality Market Status and Outlook

##### 1.2.5 India Immersive Virtual Reality Market Status and Outlook

##### 1.2.6 Southeast Asia Immersive Virtual Reality Market Status and Outlook

#### 1.3 Classification of Immersive Virtual Reality by Product

##### 1.3.1 Global Immersive Virtual Reality Revenue (Million USD) and Growth (%)

##### Comparison by Product (2012-2022)

##### 1.3.2 Global Immersive Virtual Reality Revenue (Million USD) Market Share (%) by Product in 2016

##### 1.3.3 Non-Immersion

##### 1.3.4 Half-Immersion

##### 1.3.5 Whole-Immersion

#### 1.4 Immersive Virtual Reality Market by End Users/Application

##### 1.4.1 Entertainment

##### 1.4.2 Engineering

##### 1.4.3 Education

### 2 GLOBAL IMMERSIVE VIRTUAL REALITY COMPETITION ANALYSIS BY PLAYERS

#### 2.1 Global Immersive Virtual Reality Market Size (Million USD) by Players (2012-2017)

#### 2.2 Competitive Status and Trend

##### 2.2.1 Market Concentration Rate

##### 2.2.2 Product/Service Differences

##### 2.2.3 New Entrants

##### 2.2.4 The Technology Trends in Future

### 3 COMPANY (TOP PLAYERS) PROFILES AND KEY DATA

### 3.1 Facebook

3.1.1 Company Profile

3.1.2 Main Business/Business Overview

3.1.3 Products, Services and Solutions

3.1.4 Facebook Immersive Virtual Reality Revenue (Million USD) (2012-2017)

3.1.5 Recent Developments

### 3.2 Google

3.2.1 Company Profile

3.2.2 Main Business/Business Overview

3.2.3 Products, Services and Solutions

3.2.4 Google Immersive Virtual Reality Revenue (Million USD) (2012-2017)

3.2.5 Recent Developments

### 3.3 HTC

3.3.1 Company Profile

3.3.2 Main Business/Business Overview

3.3.3 Products, Services and Solutions

3.3.4 HTC Immersive Virtual Reality Revenue (Million USD) (2012-2017)

3.3.5 Recent Developments

### 3.4 Microsoft

3.4.1 Company Profile

3.4.2 Main Business/Business Overview

3.4.3 Products, Services and Solutions

3.4.4 Microsoft Immersive Virtual Reality Revenue (Million USD) (2012-2017)

3.4.5 Recent Developments

### 3.5 Magic Leap

3.5.1 Company Profile

3.5.2 Main Business/Business Overview

3.5.3 Products, Services and Solutions

3.5.4 Magic Leap Immersive Virtual Reality Revenue (Million USD) (2012-2017)

3.5.5 Recent Developments

### 3.6 Samsung

3.6.1 Company Profile

3.6.2 Main Business/Business Overview

3.6.3 Products, Services and Solutions

3.6.4 Samsung Immersive Virtual Reality Revenue (Million USD) (2012-2017)

3.6.5 Recent Developments

### 3.7 WorldViz

3.7.1 Company Profile

3.7.2 Main Business/Business Overview

- 3.7.3 Products, Services and Solutions
- 3.7.4 WorldViz Immersive Virtual Reality Revenue (Million USD) (2012-2017)
- 3.7.5 Recent Developments
- 3.8 Marxent Labs
  - 3.8.1 Company Profile
  - 3.8.2 Main Business/Business Overview
  - 3.8.3 Products, Services and Solutions
  - 3.8.4 Marxent Labs Immersive Virtual Reality Revenue (Million USD) (2012-2017)
  - 3.8.5 Recent Developments
- 3.9 Unity Technologies
  - 3.9.1 Company Profile
  - 3.9.2 Main Business/Business Overview
  - 3.9.3 Products, Services and Solutions
  - 3.9.4 Unity Technologies Immersive Virtual Reality Revenue (Million USD) (2012-2017)
  - 3.9.5 Recent Developments
- 3.10 Snap
  - 3.10.1 Company Profile
  - 3.10.2 Main Business/Business Overview
  - 3.10.3 Products, Services and Solutions
  - 3.10.4 Snap Immersive Virtual Reality Revenue (Million USD) (2012-2017)
  - 3.10.5 Recent Developments
- 3.11 CastAR

#### **4 GLOBAL IMMERSIVE VIRTUAL REALITY MARKET SIZE BY PRODUCT AND APPLICATION (2012-2017)**

- 4.1 Global Immersive Virtual Reality Market Size by Product (2012-2017)
- 4.2 Global Immersive Virtual Reality Market Size by Application (2012-2017)
- 4.3 Potential Application of Immersive Virtual Reality in Future
- 4.4 Top Consumer / End Users of Immersive Virtual Reality

#### **5 UNITED STATES IMMERSIVE VIRTUAL REALITY DEVELOPMENT STATUS AND OUTLOOK**

- 5.1 United States Immersive Virtual Reality Market Size (2012-2017)
- 5.2 United States Immersive Virtual Reality Market Size and Market Share by Players (2012-2017)
- 5.3 United States Immersive Virtual Reality Market Size by Application (2012-2017)

## **6 EU IMMERSIVE VIRTUAL REALITY DEVELOPMENT STATUS AND OUTLOOK**

6.1 EU Immersive Virtual Reality Market Size (2012-2017)

6.2 EU Immersive Virtual Reality Market Size and Market Share by Players (2012-2017)

6.3 EU Immersive Virtual Reality Market Size by Application (2012-2017)

## **7 JAPAN IMMERSIVE VIRTUAL REALITY DEVELOPMENT STATUS AND OUTLOOK**

7.1 Japan Immersive Virtual Reality Market Size (2012-2017)

7.2 Japan Immersive Virtual Reality Market Size and Market Share by Players (2012-2017)

7.3 Japan Immersive Virtual Reality Market Size by Application (2012-2017)

## **8 CHINA IMMERSIVE VIRTUAL REALITY DEVELOPMENT STATUS AND OUTLOOK**

8.1 China Immersive Virtual Reality Market Size and Forecast (2012-2017)

8.2 China Immersive Virtual Reality Market Size and Market Share by Players (2012-2017)

8.3 China Immersive Virtual Reality Market Size by Application (2012-2017)

## **9 INDIA IMMERSIVE VIRTUAL REALITY DEVELOPMENT STATUS AND OUTLOOK**

9.1 India Immersive Virtual Reality Market Size and Forecast (2012-2017)

9.2 India Immersive Virtual Reality Market Size and Market Share by Players (2012-2017)

9.3 India Immersive Virtual Reality Market Size by Application (2012-2017)

## **10 SOUTHEAST ASIA IMMERSIVE VIRTUAL REALITY DEVELOPMENT STATUS AND OUTLOOK**

10.1 Southeast Asia Immersive Virtual Reality Market Size and Forecast (2012-2017)

10.2 Southeast Asia Immersive Virtual Reality Market Size and Market Share by Players (2012-2017)

10.3 Southeast Asia Immersive Virtual Reality Market Size by Application (2012-2017)

## **11 MARKET FORECAST BY REGIONS, PRODUCT AND APPLICATION (2017-2022)**

## 11.1 Global Immersive Virtual Reality Market Size (Million USD) by Regions (2017-2022)

11.1.1 United States Immersive Virtual Reality Revenue and Growth Rate (2017-2022)

11.1.2 EU Immersive Virtual Reality Revenue and Growth Rate (2017-2022)

11.1.3 China Immersive Virtual Reality Revenue and Growth Rate (2017-2022)

11.1.4 Japan Immersive Virtual Reality Revenue and Growth Rate (2017-2022)

11.1.5 Southeast Asia Immersive Virtual Reality Revenue and Growth Rate (2017-2022)

11.1.6 India Immersive Virtual Reality Revenue and Growth Rate (2017-2022)

11.2 Global Immersive Virtual Reality Market Size by Application (2017-2022)

11.3 Global Immersive Virtual Reality Market Size by Product (2017-2022)

## 12 IMMERSIVE VIRTUAL REALITY MARKET DYNAMICS

12.1 Immersive Virtual Reality Market Opportunities

12.2 Immersive Virtual Reality Challenge and Risk

12.2.1 Competition from Opponents

12.2.2 Downside Risks of Economy

12.3 Immersive Virtual Reality Market Constraints and Threat

12.3.1 Threat from Substitute

12.3.2 Government Policy

12.3.3 Technology Risks

12.4 Immersive Virtual Reality Market Driving Force

12.4.1 Growing Demand from Emerging Markets

12.4.2 Potential Application

## 13 MARKET EFFECT FACTORS ANALYSIS

13.1 Technology Progress/Risk

13.1.1 Substitutes

13.1.2 Technology Progress in Related Industry

13.2 Consumer Needs Trend/Customer Preference

13.3 External Environmental Change

13.3.1 Economic Fluctuations

13.3.2 Other Risk Factors

## 14 RESEARCH FINDING /CONCLUSION

## 15 METHODOLOGY AND DATA SOURCE

## 15.1 Methodology/Research Approach

### 15.1.1 Research Programs/Design

### 15.1.2 Market Size Estimation

### 15.1.3 Market Breakdown and Data Triangulation

## 15.2 Data Source

### 15.2.1 Secondary Sources

### 15.2.2 Primary Sources

## 15.3 Disclaimer

## 15.4 Author List

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Global Market Size (Million USD) Status and Outlook 2012-2022

Table Global Immersive Virtual Reality Market Size (Million USD) Split by Product

Table Global Immersive Virtual Reality Market Size (Million USD) by Application  
(2016-2022)

Figure Global Immersive Virtual Reality Market Size (Million USD) Status and Outlook  
(2012-2022)

Table Global Market Immersive Virtual Reality Revenue (Million USD) Comparison by  
Regions 2012-2022

Figure Global Immersive Virtual Reality Market Share by Regions (2012-2017)

Figure United States Immersive Virtual Reality Market Size (Million USD) and Growth  
Rate (2012-2017)

Figure EU Immersive Virtual Reality Market Size (Million USD) and Growth Rate  
(2012-2017)

Figure Japan Immersive Virtual Reality Market Size (Million USD) and Growth Rate  
(2012-2017)

Figure China Immersive Virtual Reality Market Size (Million USD) and Growth Rate  
(2012-2017)

Figure India Immersive Virtual Reality Market Size (Million USD) and Growth Rate  
(2012-2017)

Figure Southeast Asia Immersive Virtual Reality Market Size (Million USD) and Growth  
Rate (2012-2017)

Table Global Immersive Virtual Reality Revenue (Million USD) and Growth Rate (%)  
Comparison by Product (2012-2022)

Figure Global Immersive Virtual Reality Revenue Market Share (%) by Product in 2016

Figure Non-Immersion Market Size (Million USD) and Growth Rate (2012-2017)

Figure Half-Immersion Market Size (Million USD) and Growth Rate (2012-2017)

Figure Whole-Immersion Market Size (Million USD) and Growth Rate (2012-2017)

Table Global Immersive Virtual Reality Market Size (Million USD) Comparison by  
Application (2012-2022)

Figure Global Immersive Virtual Reality Market Share by Application in 2016

Figure Immersive Virtual Reality Market Size (Million USD) and Growth Rate in  
Entertainment (2012-2017)

Figure Immersive Virtual Reality Market Size (Million USD) and Growth Rate in  
Engineering (2012-2017)

Figure Immersive Virtual Reality Market Size (Million USD) and Growth Rate in

Education (2012-2017)

Table Global Immersive Virtual Reality Revenue (Million USD) by Players (2012-2017)

Table Global Immersive Virtual Reality Revenue Market Share (%) by Players (2012-2017)

Figure Global Immersive Virtual Reality Market Size Share by Players in 2015

Figure Global Immersive Virtual Reality Market Size Share by Players in 2016

Table Facebook Basic Information List

Table Immersive Virtual Reality Business Revenue of Facebook (2012-2017)

Figure Facebook Immersive Virtual Reality Business Revenue Growth Rate

Figure Facebook Immersive Virtual Reality Business Revenue Market Share (%) (2012-2017)

Table Google Basic Information List

Table Immersive Virtual Reality Business Revenue of Google (2012-2017)

Figure Google Immersive Virtual Reality Business Revenue Growth Rate

Figure Google Immersive Virtual Reality Business Revenue Market Share (%) (2012-2017)

Table HTC Basic Information List

Table Immersive Virtual Reality Business Revenue of HTC (2012-2017)

Figure HTC Immersive Virtual Reality Business Revenue Growth Rate

Figure HTC Immersive Virtual Reality Business Revenue Market Share (%) (2012-2017)

Table Microsoft Basic Information List

Table Immersive Virtual Reality Business Revenue of Microsoft (2012-2017)

Figure Microsoft Immersive Virtual Reality Business Revenue Growth Rate

Figure Microsoft Immersive Virtual Reality Business Revenue Market Share (%) (2012-2017)

Table Magic Leap Basic Information List

Table Immersive Virtual Reality Business Revenue of Magic Leap (2012-2017)

Figure Magic Leap Immersive Virtual Reality Business Revenue Growth Rate

Figure Magic Leap Immersive Virtual Reality Business Revenue Market Share (%) (2012-2017)

Table Samsung Basic Information List

Table Immersive Virtual Reality Business Revenue of Samsung (2012-2017)

Figure Samsung Immersive Virtual Reality Business Revenue Growth Rate

Figure Samsung Immersive Virtual Reality Business Revenue Market Share (%) (2012-2017)

Table WorldViz Basic Information List

Table Immersive Virtual Reality Business Revenue of WorldViz (2012-2017)

Figure WorldViz Immersive Virtual Reality Business Revenue Growth Rate

Figure WorldViz Immersive Virtual Reality Business Revenue Market Share (%)

(2012-2017)

Table Marxent Labs Basic Information List

Table Immersive Virtual Reality Business Revenue of Marxent Labs (2012-2017)

Figure Marxent Labs Immersive Virtual Reality Business Revenue Growth Rate

Figure Marxent Labs Immersive Virtual Reality Business Revenue Market Share (%)

(2012-2017)

Table Unity Technologies Basic Information List

Table Immersive Virtual Reality Business Revenue of Unity Technologies (2012-2017)

Figure Unity Technologies Immersive Virtual Reality Business Revenue Growth Rate

Figure Unity Technologies Immersive Virtual Reality Business Revenue Market Share

(%) (2012-2017)

Table Snap Basic Information List

Table Immersive Virtual Reality Business Revenue of Snap (2012-2017)

Figure Snap Immersive Virtual Reality Business Revenue Growth Rate

Figure Snap Immersive Virtual Reality Business Revenue Market Share (%)

(2012-2017)

Table Global Immersive Virtual Reality Market Size by Product (2012-2017)

Figure Global Immersive Virtual Reality Revenue Market Share (%) by Product

(2012-2017)

Figure Global Immersive Virtual Reality Market Size Share by Product in 2016

Table Global Immersive Virtual Reality Market Size by Application (2012-2017)

Figure Global Immersive Virtual Reality Revenue Market Share (%) by Application

(2012-2017)

Figure Global Immersive Virtual Reality Market Size Share by Application in 2016

Table Top Consumer / End Users of Immersive Virtual Reality

Figure United States Immersive Virtual Reality Market Size and Growth Rate

(2012-2017)

Table United States Immersive Virtual Reality Market Size by Players (2012-2017)

Figure United States Immersive Virtual Reality Market Size Share by Players in 2015

Figure United States Immersive Virtual Reality Market Size Share by Players in 2016

Table United States Immersive Virtual Reality Market Size by Application (2012-2017)

Figure United States Immersive Virtual Reality Revenue Market Share (%) by

Application (2012-2017)

Figure United States Immersive Virtual Reality Market Size Share by Application in 2016

Figure EU Immersive Virtual Reality Market Size and Growth Rate by Regions

(2012-2017)

Table EU Immersive Virtual Reality Market Size by Players (2012-2017)

Figure EU Immersive Virtual Reality Market Size Share by Players in 2015

Figure EU Immersive Virtual Reality Market Size Share by Players in 2016

Table EU Immersive Virtual Reality Market Size by Application (2012-2017)

Figure EU Immersive Virtual Reality Revenue Market Share (%) by Application (2012-2017)

Figure EU Immersive Virtual Reality Market Size Share by Application in 2016

Figure Japan Immersive Virtual Reality Market Size and Growth Rate by Regions (2012-2017)

Table Japan Immersive Virtual Reality Market Size by Players (2012-2017)

Figure Japan Immersive Virtual Reality Market Size Share by Players in 2015

Figure Japan Immersive Virtual Reality Market Size Share by Players in 2016

Table Japan Immersive Virtual Reality Market Size by Application (2012-2017)

Figure Japan Immersive Virtual Reality Revenue Market Share (%) by Application (2012-2017)

Figure Japan Immersive Virtual Reality Market Size Share by Application in 2016

Figure China Immersive Virtual Reality Market Size and Growth Rate by Regions (2012-2017)

Table China Immersive Virtual Reality Market Size by Players (2012-2017)

Figure China Immersive Virtual Reality Market Size Share by Players in 2015

Figure China Immersive Virtual Reality Market Size Share by Players in 2016

Table China Immersive Virtual Reality Market Size by Application (2012-2017)

Figure China Immersive Virtual Reality Revenue Market Share (%) by Application (2012-2017)

Figure China Immersive Virtual Reality Market Size Share by Application in 2016

Figure India Immersive Virtual Reality Market Size and Growth Rate by Regions (2012-2017)

Table India Immersive Virtual Reality Market Size by Players (2012-2017)

Figure India Immersive Virtual Reality Market Size Share by Players in 2015

Figure India Immersive Virtual Reality Market Size Share by Players in 2016

Table India Immersive Virtual Reality Market Size by Application (2012-2017)

Figure India Immersive Virtual Reality Revenue Market Share (%) by Application (2012-2017)

Figure India Immersive Virtual Reality Market Size Share by Application in 2016

Figure Southeast Asia Immersive Virtual Reality Market Size and Growth Rate by Regions (2012-2017)

Table Southeast Asia Immersive Virtual Reality Market Size by Players (2012-2017)

Figure Southeast Asia Immersive Virtual Reality Market Size Share by Players in 2015

Figure Southeast Asia Immersive Virtual Reality Market Size Share by Players in 2016

Table Southeast Asia Immersive Virtual Reality Market Size by Application (2012-2017)

Figure Southeast Asia Immersive Virtual Reality Revenue Market Share (%) by

Application (2012-2017)

Figure Southeast Asia Immersive Virtual Reality Market Size Share by Application in 2016

Figure Global Immersive Virtual Reality Market Size and Growth Rate (Value) (2017-2022)

Table Global Immersive Virtual Reality Market Size by Regions (2017-2022)

Figure Global Immersive Virtual Reality Market Size Share by Regions (2017-2022)

Figure Global Immersive Virtual Reality Market Size Share by Regions in 2022

Figure United States Immersive Virtual Reality Revenue (Million USD) and Growth Rate (2017-2022)

Figure EU Immersive Virtual Reality Revenue (Million USD) and Growth Rate (2017-2022)

Figure China Immersive Virtual Reality Revenue (Million USD) and Growth Rate (2017-2022)

Figure Japan Immersive Virtual Reality Revenue (Million USD) and Growth Rate (2017-2022)

Figure Southeast Asia Immersive Virtual Reality Revenue (Million USD) and Growth Rate (2017-2022)

Figure India Immersive Virtual Reality Revenue (Million USD) and Growth Rate (2017-2022)

Table Global Immersive Virtual Reality Market Size by Application (2017-2022)

Figure Global Immersive Virtual Reality Market Size by Application (2017-2022)

Figure Global Immersive Virtual Reality Market Size by Application in 2022

Table Global Immersive Virtual Reality Market Size by Product (2017-2022)

Figure Global Immersive Virtual Reality Market Size by Product (2017-2022)

Figure Global Immersive Virtual Reality Market Size by Product in 2022

Table Research Programs/Design for This Report

Figure Bottom-up and Top-down Approaches for This Report

Figure Data Triangulation

Table Key Data Information from Secondary Sources

Table Key Data Information from Primary Sources

## I would like to order

Product name: Global Immersive Virtual Reality Market Size, Status and Forecast 2022

Product link: <https://marketpublishers.com/r/GDA76E2D953EN.html>

Price: US\$ 3,366.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GDA76E2D953EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970