

Virtual Reality Puzzle Games Market Size and Forecast (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Age (18 to 34 Years, Above 35 Years, 13 to 17 Years, and Upto 12 Years), Player Type (Single Player and Multi Player), and End Users (Individuals and Professionals)

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Abstracts

The virtual reality puzzle games market size is expected US\$ 293.85 million in 2022 and is expected to reach US\$ 525.66 million by 2030; it is estimated to record a CAGR of 7.5% from 2022 to 2030.

The Asia Pacific virtual reality puzzle games market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. In terms of revenue, China dominated the APAC virtual reality puzzle games market share followed by Japan and South Korea.

Video games are a major industry in Japan, and the country is considered one of the most influential in video gaming. Moreover, Japan's strong gaming culture and advanced technology infrastructure position it as a leader in VR puzzle gaming. In Japan, there are several VR puzzle game developers operating. For example, Tetris Effect is a VR puzzle game developed by the Japanese studios Monstars and Resonair and published by Enhance Games. The game is a block-dropping arcade-styled puzzle video game. Furthermore, an enhanced version, named Tetris Effect: Connected, was announced for Xbox Series X/S, Xbox One, and Windows 10 during the Xbox Games Showcase on July 23, 2020, and was launched on November 10, 2020. Thus, such product launches in Japan drive the virtual reality puzzle gaming market growth in the

country.

Based on end users, the market is bifurcated into individuals and professionals. The individuals segment is estimated to hold largest virtual reality puzzle games market share by 2030. Individuals may play VR puzzles for entertainment or to increase brain power, logic, and other skills. VR puzzle games focus on challenges rather than action or adventure. They are usually single-player games where the player must complete puzzles to progress. Many puzzle game mechanics are based on logic and often require the player to think outside the box to solve challenges. VR puzzle games provide a fun and engaging way to challenge player's mind, develop spatial reasoning skills, and uniquely experience the joy of problem-solving. Such huge applications of VR puzzle games benefit the market growth.

Professionals indulge in playing VR puzzle games for various competitions and tournaments. VR-specific puzzle tournaments are emerging, attracting top players from traditional puzzle games and newcomers captivated by the technology. These events offer professionals a chance to showcase their skills in a new arena, pushing them to adapt and strategize in unfamiliar environments. Various competitions are taking place across the globe. For example, in December 2023, during the MIXED Advent calendar, the bundle of three VR games—the VR puzzle shooter We Are One, Tennis Esports, and CookieRun—were played in the tournament. Thus, such tournaments propel the professionals segment growth in the market.

Ubisoft Entertainment SA, Ludact Game Studio, Cloudhead Games Ltd, Taito Corp., Vertigo Studios BV, Polyarc Inc., Schell Games LLC, SideQuestVR Ltd, HTC Corp, and Metanaut Labs Inc are among the key players profiled in the virtual reality puzzle games market report. The virtual reality puzzle games market report also provides detailed market insights, which help the key players strategize their growth. The virtual reality puzzle games market forecast can help stakeholders in this marketplace plan their growth strategies.

The overall virtual reality puzzle games market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the virtual reality puzzle games market analysis. The report includes growth prospects in light of current virtual reality puzzle games market trends and driving factors influencing the market. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical

insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the virtual reality puzzle games market.

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