

Virtual Reality (VR) In Gaming Market Significant Growth, Expected to Reach US\$ 142.87 Bn by 2032 Witnessing 21.2% CAGR

The widespread adoption of VR headsets and increased demand for enhanced gaming experiences primarily drive the market demand.

NEW YORK CITY, NY, UNITED STATES, September 20, 2024 /EINPresswire.com/ -- Our latest report on virtual reality in gaming includes a detailed study covering underlying factors influencing the market opportunities, trends, and drivers.



With virtual reality hardware becoming more affordable and user-friendly, more individual consumers are investing in personal virtual reality systems for home use.”

Polaris Market Research

According to Polaris Market Research’s latest study, the [virtual reality \(VR\) in gaming market](#) is poised to register a healthy CAGR of 21.2% from 2024 to 2032. The market was valued at USD 25.37 billion in 2023 and is projected to grow to USD 142.87 billion by 2032.

Market Introduction:

Virtual reality (VR) is an immersive technology that simulates a 3D environment and allows users to interact with it in real time. It facilitates user interaction with the virtual environment with the help of specialized electronic devices, such as headsets and controllers. With VR, users can immerse themselves in the environment and experience it as if they were a part of it.

Virtual reality in gaming uses specialized devices to display a 3D gaming environment that gamers can interact with using controllers. Also, it may use motion control to allow gamers to move around in the virtual environment. This form of gaming may be physically active, as gamers may need to move around to complete tasks and objectives. Ongoing advancements in technology, such as interactive graphics, 3D effects, and motion traffic, primarily contribute to the virtual reality (VR) in gaming market demand.

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Report Scope:

- Market Size Value in 2023: USD 25.37 billion
- Revenue Forecast in 2032: USD 142.87 Billion
- CAGR: 21.2% from 2024 to 2032
- Base Year: 2023
- Historical Data: 2019–2022
- Forecast Period: 2024–2032
- Report Format: PDF + Excel

Market Key Players:

The leading market players emphasize local manufacturing to reduce operational costs and increase their market share. In recent years, the market for virtual reality in gaming has witnessed some notable technological advancements.

The virtual reality (VR) in gaming market key players are:

- Electronic Arts Inc.
- Google
- HTC Corporation
- Linden Research, Inc.
- Meta
- Microsoft
- Nintendo
- Qualcomm Technologies, Inc.
- Samsung
- Sony Interactive Entertainment LLC

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Market Drivers and Opportunities

- Immerse Gaming Experiences: Virtual reality facilitates a more immersive and realistic gaming experience by placing gamers directly in the virtual gaming environment. This increased level of



immersion is a key virtual reality (VR) in gaming market growth driver as gamers seek more engaging and interactive gaming experiences.

- **Rising User Base:** Another factor fueling the market expansion is the growing user base in the video game industry. With the expansion of the global gaming community, there is an increasing demand for creative and captivating content to meet the demands of these gamers.
- **Increased Investments:** The increased investments and financial support from gaming companies and tech studios have led to the widespread adoption of VR technologies. This, in turn, is supporting the expansion of the market.

Regional Analysis

The research study provides market insights into North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa.

North America dominates the virtual reality (VR) in gaming market owing to its advanced technological infrastructure. Besides, the presence of several industry giants, such as Microsoft and Google, that are at the forefront of VR innovation and development further supports the regional market growth.

Asia Pacific is anticipated to register a substantial CAGR from 2024 to 2032. The growing number of avid gamers in Asia Pacific creates a significant demand for immersive and captivating gaming experiences. Also, the rising adoption of VR games on smartphones propels the virtual reality (VR) in gaming market sales in Asia Pacific.

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Market Segmentation:

By Component Outlook:

- Hardware
- Software

By Connecting Device Outlook:

- Gaming Console
- PC/Desktop
- Smartphone

By User Outlook:

- Commercial Space
- Individual

By Regional Outlook:

- North America
 - o US
 - o Canada

- Europe
 - o Germany
 - o France
 - o UK
 - o Italy
 - o Spain
 - o Netherlands
 - o Russia
 - o Rest of Europe

- Asia Pacific
 - o China
 - o Japan
 - o India
 - o Malaysia
 - o South Korea
 - o Indonesia
 - o Australia
 - o Rest of Asia Pacific

- Middle East & Africa
 - o Saudi Arabia
 - o UAE
 - o Israel
 - o South Africa
 - o Rest of the Middle East & Africa

- Latin America
 - o Mexico
 - o Brazil
 - o Argentina
 - o Rest of Latin America

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The global [virtual reality in gaming industry](#) is expected to reach USD 142.87 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 21.2% during the forecast period (2024 - 2032).

FAQs

What is the growth rate of the virtual reality (VR) in gaming market?

The market is projected to register a CAGR of 21.2% from 2024 to 2032.

Which region held the largest virtual reality (VR) in gaming market share?

North America had the largest share of the market in 2023.

Which component segment held the highest share in market?

The hardware segment held the highest share of the market in 2023.

Which user had the highest CAGR in the virtual reality (VR) in gaming market?

The individual user segment registered the highest CAGR in the market in 2023.

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