

Immersive VR Market Will Surpass to US\$ 128.92 Billion at 26.5% CAGR Growth Forecasted Period 2024-2032

The rising accessibility of virtual reality (VR) content is contributing to increased adoption of virtual reality among users worldwide

NEW YORK CITY, NY, UNITED STATES, November 19, 2024 /EINPresswire.com/ -- The



The semi & fully immersive VR is becoming highly popular among gamers owing to its ability to offer richer and more engaging experiences”

Polaris Market Research

comprehensive research study on the immersive VR market by Polaris Market Research provides a thorough analysis of the market share, size, trends, growth drivers, and recent developments.

According to the study, the immersive VR market is projected to reach US\$ 128.92 billion by 2032, growing at a CAGR of 26.5% from 2024 to 2032. The market size was valued at US\$ 15.59 billion in 2023. The market is expected to grow significantly due to the increasing adoption of VR in gaming, education, and healthcare.

What is Immersive VR?

Immersive virtual reality (VR) involves creating a virtual environment that convincingly replaces individuals’ real-world surroundings, enabling them to engage fully with the artificial environment. It makes use of devices such as tracking controllers and head-mounted displays (HMD) to allow users to explore and interact with the virtual worlds in a realistic way. The use of HMD enables VR to be projected right in front of the eyes and allows users to focus on it without any distractions.

For more information, visit the Polaris Market Research website:

https://www.polarismarketresearch.com/industry-analysis/immersive-vr-market/request-for-sample?utm_source=EIN&utm_medium=EIN&utm_campaign=EIN&utm_id=01

Immersive VR is widely used in gaming to create immersive experiences that are highly realistic and engaging. Also, it finds applications in architecture where it’s used to mimic the real-world scale and feel of buildings. Besides, immersive VR can be used educationally by healthcare providers to create realistic training scenarios using simulated patients. With growing

technological advancements, the immersive VR market demand is projected to rise.

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- The market for immersive VR was valued at USD 15.59 billion in 2023 and is projected to grow to USD 128.92 billion by 2032.

- Innovations in software, including more realistic physics and better graphics, are facilitating the development of more immersive experiences.

- The immersive VR market segmentation is primarily based on component, technology, device, end use, and region.



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

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The major market players are focusing on research and development to improve their product offerings. Also, they are undertaking a variety of strategic initiatives to expand their global footprint.

The immersive VR market key players are:

- Microsoft
- HTC Corporation
- Google LLC
- Unity Technologies
- Sony Corporation
- Samsung Electronics Co., Ltd
- Meta
- Penumbra, Inc.
- Apple Inc.
- DPVR

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Global Urbanization Trends: How is urbanization affecting VR adoption?

Rising Urbanization Worldwide: There has been a significant rise in urbanization across the globe. Urban areas typically have better access to advanced technology and reliable internet. The infrastructure supports the development of VR, making it easier for users to engage with immersive content and applications.

Growing Gaming Centers: Gaming centers enable users to try VR without having to invest in expensive equipment. This hands-on experience may result in increased interest and demand, impacting the immersive VR market sales favorably.

Technological Advances: The rising technological advances are anticipated to spur the market for immersive VR. Advances in VR hardware, including lighter headsets, wider field views, and improved tracking systems, are making the user experience more comfortable and engaging, thereby attracting more consumers.

Regional Market Performance: Which regions are leading in VR market growth?

North America accounted for the largest market share in 2023. The region's robust growth is primarily fueled by the robust technological infrastructure and high consumer demand. Besides, the presence of established players and startups fosters a competitive environment that fuels advancements in virtual experiences.

Asia Pacific is anticipated to register a significant CAGR from 2024 to 2032 due to rapid urbanization and rising disposable income in nations such as India and China. In addition, government initiatives aimed at fostering technological development support the immersive VR market growth in Asia Pacific.

Market Research and Reports: Where can I find more information on the VR market?

https://www.polarismarketresearch.com/industry-analysis/immersive-vr-market/inquire-before-buying?utm_source=EIN&utm_medium=EIN&utm_campaign=EIN&utm_id=01

Market Segmentation: How is the VR market segmented?

By Component Outlook:

- Hardware
- Software
- Services

By Technology Outlook:

- Semi & Fully Immersive
- Non-Immersive

By Device Outlook:

- Head Mounted Display

- Gesture Tracking Device
- Projectors & Display Wall

By End Use Outlook:

- Aerospace & Defense
- Manufacturing
- Automotive
- Education
- Media & Entertainment
- Gaming
- Healthcare
- Retail & E-commerce
- Others

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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Threat Hunting Market:

<https://www.polarismarketresearch.com/industry-analysis/threat-hunting-market>

Open Radio Access Network (Open RAN) Market:

<https://www.polarismarketresearch.com/industry-analysis/open-radio-access-network-market>

Data Center Power Market:

<https://www.polarismarketresearch.com/industry-analysis/data-center-power-market>

Consumer Identity and Access Management (CIAM) Market:

<https://www.polarismarketresearch.com/industry-analysis/consumer-identity-and-access-management-market>

Software-Defined Anything (SDx) Market:

<https://www.polarismarketresearch.com/industry-analysis/software-defined-anything-market>

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