

# Virtual Reality Content Creation Market : A \$46.54 billion Industry Dominated by Koncept VR, Pixvana Inc., Blippar,

WILMINGTON, NEW CASTLE, DE, UNITED STATES, December 23, 2024 /EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[Virtual Reality Content Creation Market](#)" by Content Type, Component, and End-use Sector: Global Opportunity Analysis and Industry Forecast, 2019-2026," the virtual reality content creation market size was valued at \$431.3 million in 2018, and is projected to reach \$46.5 billion by 2026, growing at a CAGR of 77.10% from 2019 to 2026.



Virtual Reality Content Creation Industry Growth

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Virtual reality (VR) is among one of the key technologies that provides interactive virtual experiences to end-users. VR content is the data that helps end-user to experience the VR environment. For example, a VR software game displays virtual simulations to the end-user and allows them to interact with the virtual environment. Increase in demand for head-mounted display (HMDs) in gaming and entertainment sector due to its virtualization ability is a key factor expected to drive [the growth of the global virtual reality content creation market](#).

VR content allows end-user to experience 3D modelling and animation effects. This has propelled the demand for VR content among various industry verticals. Rise in development in computer animation fosters the need for VR content to stay competitive in the market. This in turn is also expected to drive the growth of the market during the forecast period. Moreover, the growth in demand for high-resolution VR headset among individuals is attributing to increase the demand for high quality content at a significant rate. This is one of the major factors expected to fuel the VR content creation market growth.

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Based on content type, the videos segment accounted for nearly half of the global virtual reality content creation market share in 2018 and is expected to dominate throughout the forecast period. Rise in demand for 360-degree videos is the major factor fueling the growth. The 360-degree photo segment, on the other hand, would showcase the fastest CAGR of 81.5% by the end of 2026. Surge in use of smart phones across the world has propelled the growth

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Based on component, the software segment contributed to more than four-fifths of the global virtual reality content creation market revenue in 2018 and is anticipated to rule the roost by 2026. Growing demand for virtual reality content creation tools among individuals owing to its low-cost benefit is anticipated to boost the growth of the segment. Simultaneously, the services segment is likely to cite the fastest CAGR of 83.5% during the study period. This is due to its all-in-one suite availability.

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Based on geography, North America held the major share in 2018, generating nearly three-fifths of the global virtual reality content creation market. North American countries are now projected to implement virtual reality content creation solutions at a high rate to provide its consumers with immersive experiences. At the same time, the region across [Asia-Pacific is predicted to grow at the fastest CAGR](#) of 91.3% throughout the estimated period. This is owing to the strong penetration of virtual reality devices in the region.

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Leading players in the market-

- 360 Labs
- Panedia Pty Ltd.
- Scapic
- Koncept VR
- Pixvana Inc.
- Blippar,
- VIAR (Viar360)
- SubVRsive
- WeMakeVR

Matterport

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By content type, the videos segment dominated the virtual reality content creation market. However, the 360 degree photos segment is expected to exhibit significant growth during the forecast period in the virtual reality content creation industry.

Based on component, the software segment accounted for the highest revenue in 2018.

Depending on industry vertical, the gaming industry generated the highest revenue in 2018. However, healthcare sector is expected to witness considerable growth in the near future.

Region wise, Asia-Pacific is expected to witness significant growth in terms of CAGR in the upcoming years.

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