



VUTURES INTELLIGENCE REPORT

13TH AUGUST 2025

Key Highlights:

Samsung is set to launch its first headset using Google's Android XR platform, marking a significant development in the XR landscape. The global AR/VR market is experiencing growth, with notable statistics indicating a rise in commercial demand.

Business Activities

- **Samsung's Android XR Headset:** Samsung announced plans to launch a headset featuring Google's Android XR platform in 2025. This headset, part of Project Moohan, will support advanced features like passthrough capabilities and multi-modal input, aimed at enhancing user interaction with applications such as Google Maps and YouTube.
- **Partnerships:** Red 6 announced a partnership for military air combat training applications using AR technology. Burnley Football Club launched a VR matchday broadcast in collaboration with Rezzil.

Market Trends & Statistics

- **Market Growth:** Global shipments for AR/VR headsets grew by 10% in 2024, with Meta leading the market with a 74.6% share. The education segment saw a remarkable 69.4% growth year-over-year, driven by Meta's initiatives.
- **Future Projections:** A forecasted annual decline of 12% in 2025 is expected due to delayed launches, but a rebound of 87% growth is anticipated by 2026.





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Technology Updates

- Varjo Updates: Varjo shared updates on its industrial-grade VR/MR hardware and software, indicating ongoing advancements in high-fidelity XR solutions.
- SIGGRAPH 2025: The upcoming SIGGRAPH conference will spotlight XR technologies, including motion capture and spatial storytelling.

Community Pulse

- Discussions around the integration of AI in XR applications are gaining traction, with a focus on security and user customisation. The need for tailored solutions is becoming a priority for businesses in the XR space.

References

- [Samsung's Android XR Headset Launch Details](#)
- [IDC AR/VR Market Report](#)
- [Augenix XR News](#)

SIPGRAPH 2025

The upcoming SIGGRAPH conference will spotlight XR technologies, including motion capture and spatial storytelling. [More about SIGGRAPH.](#)

This report encapsulates the latest developments in the XR space within the APAC region for the specified period, focusing on business activities, market trends, and technological advancements.

