



VUTURES INTELLIGENCE REPORT

27TH AUGUST 2025

Executive Summary

- The XR market is experiencing a resurgence with significant product launches and partnerships.
- Major companies like Meta and HTC are leading the charge with innovative hardware and software solutions.
- The upcoming AWE Asia 2025 event in Singapore is set to gather thousands of industry professionals, highlighting the growing interest in XR technologies.
- The market is projected to grow rapidly, driven by advancements in AI and immersive technologies.

Business Activities

- AWE Asia 2025: This event will feature over 5,000 companies and 60,000 professionals, showcasing spatial computing technologies and offering networking opportunities.
- Product Launches:
 - HTC VIVE Eagle AI Glasses: Smart glasses priced around \$520, launching first in Taiwan.
 - Vuzix LX1 Smart Glasses: Designed for logistics, featuring a rugged design and integrated scanner.
 - DPVR P1 Max VR Headset: Targeted at enterprises, featuring upgraded performance and cooling.
 - Samsung XR Headset Teaser: Samsung is re-entering the XR market, signaling competition with major players.
 - Varjo XR-4 Fighter Simulator: Showcased a mixed reality headset with a full fighter jet simulator.





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Market Trends & Statistics

- Global AR/VR headset shipments increased by 10% in 2024, with Meta holding a 74.6% market share.
- Commercial demand is rising, particularly in education, which saw a 69.4% growth.
- A forecasted 12% decline in 2025 is expected, but a rebound with 87% growth is anticipated in 2026.
- The XR market is projected to grow at a CAGR of 38.6% from 2025 to 2029.

Technology Updates

- Basemark's AR Platform Upgrade: New features for automotive AR development.
- Microsoft Teams: Launched "Immersive Events" for 3D virtual meetings.
- VR Gaming Showcase: New titles announced for Meta Quest and PlayStation VR2.

Funding Announcements

- Aircards secured £3 million (\$3.8M) in growth investment from Foresight Group.
- Partnerships:
 - Collaborations between BearingPoint and Suva for VR training, and VR Vision with Enel Green Power for renewable energy training.

Sources & References

- [IDC AR/VR Market Overview](#)
- [XR News August 2025](#)

This report encapsulates the latest developments in the XR, VR, and AR sectors within the APAC region, focusing on the most relevant news from the past week.

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