



VUTURES INTELLIGENCE REPORT

24TH SEPTEMBER 2025

Executive Summary

- This week in the APAC VR landscape has been marked by significant market growth, innovative product launches, and emerging trends that are reshaping the industry.
- With a notable increase in AR/VR headset shipments and advancements in gesture recognition technology, the region is poised for a transformative period. Companies are leveraging AI to enhance user experiences, making this an exciting time for VR enthusiasts and businesses alike.

Business Activities

- Sony Japan has upgraded its PlayStation VR2 system, enhancing gesture tracking capabilities for a more immersive gaming experience.
- Toyota announced the integration of gesture recognition interfaces in its concept autonomous vehicles, showcasing the potential of VR technology in automotive applications.
- NEC Corporation launched gesture-enabled security solutions, allowing for touchless authentication, which is particularly relevant in today's health-conscious environment.

Market Trends & Statistics

- Market Growth: Worldwide shipments of AR/VR headsets are expected to grow by 39.2% in 2025, reaching 14.3 million units. IDC forecasts hardware volumes to reach 43.1 million by 2029, with a CAGR of 31.8%.
- Spending Surge: Spending on apps, services, and related technologies is projected to increase by 19.7% in 2025, nearing \$12 billion globally.





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Technology Updates

- **Product Innovations:** The market is witnessing a surge in smart glasses, with Meta's Ray-Bans leading the category, which is projected to grow by 247.5% in 2025.
- **AI Integration:** Companies like Meta and Google are expected to launch new AI glasses with displays in the next 18 months, expanding the use cases for AR/VR technologies.

Funding & Investment News

- Investment in VR startups is on the rise, with several companies securing funding to develop innovative solutions that leverage AI and enhance user experiences.

Sources & References

- [IDC Market Research](#)
- [OpenPR Gesture Recognition Market Report](#)
- [Company Press Releases and Industry News](#)

This report highlights the dynamic landscape of XR developments in the APAC region, focusing on business activities, market trends, and technological advancements.

