



VUTURES INTELLIGENCE REPORT

1ST OCTOBER 2025

Executive Summary

- The XR market in the APAC region is on a significant growth trajectory, with projections indicating a compound annual growth rate (CAGR) of 13% from 2024 to 2030.
- Major investments are being made in XR technology, particularly in China, South Korea, and Japan, with substantial government support.
- Technological advancements, including the deployment of 5G and ongoing research into 6G, are expected to enhance XR applications and user experiences.

Business Activities

- The Shenzhen Municipal Government has partnered with HTC to establish a VR investment fund worth \$1.45 billion, aimed at fostering the local XR ecosystem.
- APAC enterprises are anticipated to be key drivers of the global VR market, with gaming and enterprise applications leading revenue generation.

Market Trends & Statistics

- The VR market is projected to grow from an estimated \$16 billion in 2024 to \$28 billion by 2030, with software accounting for two-thirds of total revenue.
- Countries like Australia, India, and Malaysia are collaborating with AR/VR companies to promote educational and tourism initiatives.





VUTURES INTELLIGENCE REPORT

1ST OCTOBER 2025

Technology Updates

- The deployment of high-speed 5G networks is expected to significantly boost XR adoption in the APAC region.
- Research into 6G technology is underway, which could revolutionize XR applications, enabling features like personalized live sports stats and virtual home tours with real-time modifications.

Funding & Investment News

- South Korea plans to invest \$363 million over five years to develop AR/VR hubs.
- Japan's Ministry of Economy is providing grants to content creators utilizing VR for marketing purposes.

Sources & References

- [Tech HQ - China Set to Soar Ahead with XR Technology by 2030](#)

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

