



VUTURES INTELLIGENCE REPORT

8TH OCTOBER 2025

Executive Summary

- This week in the APAC VR landscape has been marked by significant market growth projections and strategic investments from major players. The industry is poised for rapid expansion, driven by advancements in technology and increasing consumer interest. However, challenges such as high initial costs and health concerns remain prevalent.

Business Activities

- Meta continues to lead the charge in VR investments, having allocated over AUD 160 billion to VR and AR since up to 2025, including a staggering AUD 38.9 billion in 2024 alone. This investment underscores the company's commitment to developing immersive technologies.
- Microsoft is also making strides in the VR space, with plans to launch a portable VR headset by the end of 2025. The company has secured a supply contract with Samsung Display for micro-OLED panels, indicating a focus on enhancing display technology for VR applications.

Market Trends & Statistics

- Standalone VR Headsets: This segment is expected to reach AUD 35.1 billion by 2034, highlighting a shift towards more user-friendly, all-in-one devices that do not require external hardware.
- Regional Insights: In the Asia-Pacific region, China has dominated the VR headsets market in 2025, holding a 40.53% market share. The country installed 4.2 million 5G base stations in 2024, further supporting the growth of VR technologies.





VUTURES INTELLIGENCE REPORT

8TH OCTOBER 2025

Market Trends & Statistics Cont...

- **Windows OS Dominance:** Windows continues to lead the VR headset market with a 44% share in 2025, showcasing its strong foothold in the industry.

Community Pulse

- Discussions around the challenges of high initial investments and health and safety concerns in VR adoption are becoming more prominent. As the technology becomes more integrated into daily life, addressing these issues will be crucial for widespread acceptance.

Sources & References

- [Global Insights - VR Headsets Market](#)

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

