



VUTURES INTELLIGENCE REPORT

10TH DECEMBER 2025

Executive Summary

- This week, the APAC region has seen significant advancements in the XR/VR space, particularly in augmented reality (AR) and virtual reality (VR) technologies. Key highlights include substantial market growth projections, innovative AR activations by major brands, and notable funding rounds in the healthcare sector. The integration of these technologies into various industries continues to reshape consumer experiences and business operations.

Business Activities

- **Meta's Tech Summits:** Meta hosted tech summits showcasing innovations from Reality Labs and other divisions, emphasizing the company's commitment to exploring new ideas and engineering advancements. The events included immersive demos and discussions on AI and VR technologies.
- **PhD Forum at Meta:** Meta invited 80 PhD students to its headquarters for a forum focused on cutting-edge research and technology, fostering connections between future leaders and Meta's engineering teams.
- **Google is positioning Gemini as the “real” operating system for XR:** multimodal, context-aware, and hands-free - less app hunting, more ambient productivity. For buyers, the story is ecosystem scale: continuity across devices, a path to more intelligent workflows, and clearer signals on where smart glasses fit into the next two years

Market Trends & Statistics





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- **VR Market Forecast:** The VR market is expected to grow from approximately AUD 77.5 billion in 2025 to AUD 570 billion by 2033, with a compound annual growth rate (CAGR) of 27.31%. This growth is driven by increased adoption across sectors such as gaming, healthcare, and education.

Technology Updates

- **Innovative AR Activations:** Brands like Hyundai and LG Electronics are leveraging AR to enhance customer engagement. Hyundai's AR campaign in Australia allowed users to explore 3D car models, resulting in a significant lift in ad recall.
- **Next-Gen VR Devices:** HTC is set to launch a new VIVE device, rumored to be its first AI glasses, while LG Display has introduced next-gen OLED technologies aimed at improving VR experiences.

Sources & References

- [Meta Business Insights](#)
- [GlobeNewswire on VR Market Growth](#)
- [LinkedIn posts from Meta and HTC.](#)

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

