VUTURES INTELLIGENCE REPORT

11 FEBRUARY 2026

Executive Summary:

- The Augmented World Expo (AWE) Asia 2026 took place in Singapore, featuring over 90 speakers and 60 sessions focused on XR technologies.
- Meta is shifting its focus from VR to wearables, while also facing significant financial losses in its Reality Labs division.
- Samsung confirmed the launch of next-generation AR glasses in 2026, collaborating with major partners.
- The XR market is projected to grow significantly, driven by enterprise solutions and AI integration.

Business Activities:

- AWE Asia 2026 Conference: Held from February 2-4 in Singapore, this event showcased a diverse lineup of speakers from leading organisations, including Snap, Meta, and AWS. The conference featured a Startup Pitch event where six XR startups presented their ideas to investors and media. This event has become a pivotal gathering for the XR community in Asia, promoting networking and innovation.
- **Meta's Strategic Shift**: Meta is reducing its investment in VR and Horizon, focusing more on wearables like smart glasses. This decision follows a significant increase in sales of Ray-Ban Meta smart glasses, which tripled in 2025. However, the company reported a staggering $6.02 billion operating loss in Q4 2025, leading to layoffs in its Reality Labs division.

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Market Trends & Statistics

- The global XR market is projected to grow from $34 billion in 2025 to $134 billion by 2030, with a compound annual growth rate of 31.56%. This growth is driven by increasing demand for training, simulation, and visualization across various sectors, including healthcare and education.
- The VR market is expected to expand from $15.64 billion in 2026 to $40.71 billion by 2031, fuelled by rising adoption in workplace settings.

Technology Updates

- Meta's Reality Labs: The division reported total losses of $19.2 billion for 2025, prompting significant workforce reductions and the shutdown of three VR game studios.
- AI Integration in XR: Companies are increasingly integrating AI into XR solutions, addressing challenges such as data security and process automation. Relevance AI's no-code platform exemplifies this trend, enabling businesses to create customized AI tools that enhance productivity.

Community Pulse

- Discussions on Hacker News reflect skepticism about the long-term success of AR/VR products, particularly Apple's Vision Pro, with debates on market readiness and consumer interest.

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

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