



VUTURES INTELLIGENCE REPORT

2025 - YEAR IN REVIEW

Executive Summary

- The year 2025 was pivotal for the XR/VR/AR landscape in the APAC region, marked by significant technological advancements, strategic partnerships, and a surge in enterprise adoption. This recap highlights the key moments that shaped the industry throughout the year.

Major Business Activities

- **CES 2025:**
 - Major tech companies showcased their latest XR innovations, with a focus on immersive experiences and AI integration.
 - Notable launches included advanced AR glasses and VR headsets aimed at enterprise solutions.
- **Mobile World Congress:**
 - The event featured discussions on the future of XR in mobile technology, emphasising 5G's role in enhancing AR experiences.
 - Companies like HTC and Sony unveiled new XR applications tailored for mobile devices.
- **Launch of Meta's Horizon Workrooms:**
 - Meta expanded its virtual collaboration platform, allowing businesses in APAC to conduct meetings in immersive environments.
 - This move was aimed at enhancing remote work experiences and fostering collaboration.
- **Sony's PlayStation VR2 Release:**
 - Sony launched its next-generation VR headset, receiving positive feedback for its immersive gaming experience.
 - The launch was accompanied by a lineup of exclusive titles, boosting interest in VR gaming.





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Partnership & Collaboration:

• **HTC and Alibaba Partnership:**

- HTC partnered with Alibaba to develop XR solutions for e-commerce, enhancing customer engagement through virtual shopping experiences.
- This collaboration aimed to leverage AR technology to create interactive shopping environments.

• **Niantic and SoftBank Collaboration**

- Niantic teamed up with SoftBank to expand its AR gaming platform in Japan, focusing on location-based experiences.
- The partnership aimed to enhance community engagement through AR-driven events.

Market Trends:

• **Increased Enterprise Adoption:**

- 2025 saw a marked increase in the adoption of XR technologies in enterprise settings, particularly in training, remote collaboration, and customer engagement.

• **Focus on Data Security:**

- As XR applications became more prevalent, concerns regarding data security and user privacy emerged, prompting companies to prioritize secure solutions.

The year 2025 was transformative for the XR/VR/AR industry in the APAC region, characterised by significant technological advancements, strategic partnerships, and a growing focus on enterprise applications. As the industry continues to evolve, the trends established in 2025 will likely shape the future of XR technologies in the region.

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

