VUTURES INTELLIGENCE REPORT

15TH OCTOBER 2025

Executive Summary

- Major developments include government initiatives in China and South Korea to foster XR technology, alongside increasing enterprise adoption across various sectors.The integration of AI with XR technologies is becoming a key trend, enhancing productivity and user experiences while addressing data security challenges.

Business Activities

- South Korea's Investment: The South Korean government has committed around $550 million to develop AR/VR marketplaces and hubs.

Market Trends & Statistics

- The global XR market is projected to reach $85.56 billion by 2030, with enterprise adoption expected to drive 60% of total industry revenue.
- The AR/VR headset market saw an 18.1% year-over-year growth in Q1 2025, with Meta Platforms holding a significant market share.
- The XR market in the APAC region is projected to grow significantly, with a compound annual growth rate (CAGR) of 35.1%, reaching approximately AUD 238.37 billion by 2032.

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Technology Updates

- The integration of AI in XR applications is becoming increasingly prevalent, with companies focusing on developing smart glasses and immersive training solutions.
- Meta Platforms continues to lead in the smart glasses market, with over 1 million units of Ray-Ban Meta glasses sold since the beginning of 2025.

Community Pulse

- There has been a noticeable increase in discussions around the integration of AI with XR technologies, particularly in enhancing user experiences and addressing data security concerns.
- The community is actively exploring the potential of no-code platforms to democratise XR development, allowing businesses to create customised solutions without extensive technical knowledge.

Sources & References

- XR Today: Latest News
- Tech HQ: China's XR Technology Initiatives
- Yahoo Finance: Extended Reality Market Growth

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