



VUTURES INTELLIGENCE REPORT

22ND OCTOBER 2025

Executive Summary

- This week, the APAC region witnessed notable advancements in XR technologies, particularly in automotive, healthcare, and enterprise applications. Key trends indicate a significant shift towards AR glasses and the integration of AI in XR solutions. The market is projected to experience substantial growth, with various companies making strides in adopting XR for training and operational efficiency.

Business Activities

- Automotive Industry Adoption: Major automakers are increasingly integrating XR technologies into their core infrastructure, enhancing design and manufacturing processes.
- Healthcare Innovations: Companies like MediView and Varjo are deploying XR solutions for surgical assistance and training simulations, showcasing the technology's potential in critical industries.
- AR for Industrial Work: Ford's CEO, Jim Farley, emphasized the transformative potential of AR for blue-collar workers, particularly in automotive engineering.

Market Trends & Statistics

- A temporary contraction in headset shipments is expected in 2025, with a 12% decline, followed by an 87% growth in 2026.
- The AR and VR training market is anticipated to grow from \$22.56 billion in 2025 to \$82.92 billion by 2034, at a CAGR of 15.56%.





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Technology Updates

- AR Glasses Development: Companies like Apple and Meta are focusing on AR glasses, moving away from traditional headsets to enhance usability and productivity.
- Upcoming Events: SIGGRAPH Asia 2025, themed "Generative Renaissance," will take place from December 15–18, 2025, in Hong Kong, featuring over 7,000 attendees and key industry leaders discussing advancements in XR technologies.

Community Pulse

- Emerging Trends: The XR industry is witnessing a shift towards mainstream enterprise adoption, with a focus on AI integration and immersive collaboration. Companies are increasingly seeking customizable solutions to enhance productivity while ensuring data security.

Sources & References

- XR Today Weekly News Round-Up: XR Today
- SIGGRAPH Asia 2025 Announcement: PR Newswire
- Market Statistics and Insights: Treeview Studio

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

