



VUTURES INTELLIGENCE REPORT

10TH SEPTEMBER 2025

Executive Summary

- The XR market in APAC is experiencing significant growth, driven by advancements in technology and increasing enterprise adoption.
- Samsung is set to launch its first XR headset, Project Moohan, in late 2025, positioning itself competitively against Apple and Meta.
- The industrial metaverse market is projected to grow substantially, with a focus on integrating AI, IoT, and digital twins..

Business Activities

- Samsung's Project Moohan: Samsung has confirmed the upcoming launch of its first standalone XR headset, Project Moohan, in late 2025. This device aims to compete with Apple's Vision Pro and Meta's Quest series, featuring high-end specifications and a focus on both productivity and immersive entertainment. The headset will be priced in the mid-premium tier, making it more accessible than Apple's offering.

Market Trends & Statistics

- Industrial Metaverse Growth: The industrial metaverse market in APAC is valued at approximately \$34.44 billion in 2024 and is projected to reach \$181.04 billion by 2030, with a CAGR of around 32%. Key growth drivers include the adoption of digital twins, AR, and VR technologies, as well as the shift towards Industry 4.0.





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Market Trends & Statistics (Cont.)

- **Spatial Computing Market:** The spatial computing market is expected to grow from \$20.43 billion in 2025 to \$85.56 billion by 2030, with a CAGR of 33.16%. The virtual reality market is projected to reach \$20.83 billion in 2025 and \$123.06 billion by 2032.

Technology Updates

- **Technological Integration:** The integration of AI, IoT, and cloud computing is enhancing the capabilities of XR technologies, particularly in industrial applications. Companies are increasingly leveraging these technologies for real-time simulation and optimization of operations.
- **Hardware Developments:** The upcoming release of Samsung's Project Moohan highlights the competitive landscape in XR hardware, with a focus on high-quality displays and advanced processing capabilities.

Community Pulse

The XR industry is witnessing a shift towards mainstream enterprise adoption, with a growing emphasis on AI-driven experiences and immersive collaboration.

Sources & References

- [GlobeNewswire - Industrial Metaverse Market Research Report](#)
- [Tech Source - Samsung's Project Moohan XR Headset](#)

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

