



# VUTURES INTELLIGENCE REPORT

18 FEBRUARY 2026

## Executive Summary:

- The XR market in the Asia Pacific region is projected to grow significantly, with a forecasted increase from AUD 346.09 billion in 2026 to AUD 2,127.81 billion by 2034, reflecting a CAGR of 25.5%.
- The Construction Extended Reality market is also on the rise, expected to grow from \$6.63 billion in 2025 to \$8.21 billion in 2026, with a CAGR of 23.9%.

## Business Activities:

- AWE Asia 2026: Which happened between February 2-4 in Singapore, was a huge success. This conference featured over 90 speakers and sessions focused on VR, AR, and AI technologies. It included a startup pitch event for XR startups to present to investors and the community.

## Market Trends & Statistics

### Extended Reality Market:

- Projected to grow from USD 346.09 billion in 2026 to USD 2,127.81 billion by 2034.
- The Asia Pacific region is expected to witness the fastest growth due to expanding digital economies and government initiatives.
- Construction Extended Reality Market:
  - Expected to grow from \$6.63 billion in 2025 to \$8.21 billion in 2026, with a CAGR of 23.9%.
  - By 2030, the market is anticipated to reach \$19.19 billion.





# VUTURES INTELLIGENCE REPORT

18 FEBRUARY 2026

## 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.
- Adoption of AI-driven XR tools and mixed reality in field operations.
- Cloud-connected immersive platforms are facilitating remote collaboration.
- The integration of XR with IoT for improved project management and tracking.

## 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.

