



VUTURES INTELLIGENCE REPORT

25 MARCH 2026

Executive Summary:

- This week's headline APAC story is a genuine one: global AR company Blippar acquired Plattar, an AR commerce platform with a strong presence in Australia and New Zealand [PitchBook](#), in what is the most significant APAC-origin XR M&A deal of the year so far.
- On the hardware front, Samsung continued to build momentum ahead of its Galaxy smart glasses launch, confirming Android XR glasses are in execution phase.

Business Activities:

- **Meta Backflip:** the multi-billion-dollar company that once put all the eggs in the metaverse basket, is now focusing on transforming this experience for mobile platforms.
- **Blippar Acquires Plattar:** Plattar is a profitable business and is widely regarded as a market leader in Australia and New Zealand within 3D product configuration and AR commerce, having worked with brands across retail, property, manufacturing and eCommerce.
- **Samsung Galaxy Glasses Execution Phase:** Samsung confirmed at MWC that it is shooting to launch AI-powered smart glasses at some point in 2026, featuring a camera and microphone, developed in partnership with Google and Qualcomm.
- **nDreams Restructuring:** nDreams announced plans to close studios Near Light and Compass, with 78 roles at risk across all levels. The Elevation studio (~120 staff) will form the restructured core





VUTURES INTELLIGENCE REPORT

25 MARCH 2026

Market Trends & Statistics

- The spatial computing market is projected to surge from \$20.43 billion in 2025 to \$85.56 billion by 2030, representing a 33.16% CAGR.
- APAC is the fastest-growing region and is estimated to contribute 42% of global AR/VR market growth.
- The smart glasses segment is now clearly outpacing VR headsets in growth trajectory - every major APAC maker (XREAL, Rokid, RayNeo, VITURE, Samsung, Huawei) is betting on the category.
- Meta's Ray-Ban privacy class action, the UK ICO investigation, and tightening APAC data laws are collectively making on-device AI processing a commercial differentiator

Technology Updates

- At least five Android XR devices are expected to launch in 2026, including flat-AR display glasses from Samsung and XREAL, plus non-display AI glasses from Warby Parker and Gentle Monster.
- Android XR released new updates for the Galaxy XR headset including PC Connect (beta) to link Windows PCs for expanded workspace, Travel Mode for stable viewing on the go.

Community Pulse

- Social media buzz continues to centre on Meta's glasses scandal, with users expressing outrage over footage reviews by contractors. Posts highlight it as a "privacy nightmare" that could hinder AR adoption, with calls for alternatives like non-Meta headsets.

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

