



VUTURES INTELLIGENCE REPORT

3RD SEPTEMBER 2025

Executive Summary

- The Asia Pacific XR market is witnessing robust growth, particularly in the VR gaming sector, projected to reach USD 49.60 billion by 2033.
- Major product launches include HTC's VIVE Eagle AI Glasses and DPVR's P1 Max VR Headset, indicating a trend towards more integrated and user-friendly devices.
- The integration of XR in educational and training applications is gaining traction, with notable partnerships and initiatives emerging.

Business Activities

- HTC VIVE Eagle AI Glasses: Launched in Taiwan, these smart glasses feature music, photography, and AI voice assistance, priced around \$520.
- DPVR P1 Max VR Headset: This enterprise-focused headset began global shipments in August 2025, featuring advanced thermal efficiency and a Snapdragon XR2 chip.
- Samsung's XR Headset Teaser: Samsung has teased its upcoming XR headset, signaling a renewed focus on VR/AR technologies in collaboration with Google and Qualcomm.

Market Trends & Statistics

- The Asia Pacific VR gaming market was valued at USD 7.26 billion in 2024 and is expected to grow at a CAGR of 23.81%, reaching USD 49.60 billion by 2033.





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Market Trends & Statistics (Cont.)

- Key drivers include the expansion of 5G infrastructure and the rising popularity of standalone VR headsets.
- Challenges include high costs of premium hardware and health concerns related to VR usage.

Technology Updates

- Basemark's AR Platform Upgrade: The latest version includes AI assistance and enhanced support for Google Maps and Android Automotive.
- Microsoft Teams Immersive Events: A public preview of 3D avatars and virtual meeting spaces was launched, enhancing remote collaboration.

Sources & References

- [Market Data Forecast: Asia Pacific VR Gaming Market](#)
- [TS2 Tech: VR/AR Boom August 2025](#)

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

