

Immersive Computing: Virtual Reality and Augmented Reality Market Report - 2018

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Publication January 2018

ANTICIPATED SCOPE:

Frequency, Time Period

- 5-year annual forecast (2017 - 2021)
- Base year (2017)

Measures

- Consumer sell-through for VR headsets by brand
- Consumer spend on VR headsets by brand
- Apple ARKit smartphone device forecast
- Location-based VR venues and consumer spend
- Consumer spend on VR and AR entertainment content and apps

Regions, Markets

- Consumer markets: By country for 30 territories

Market share analysis for each major:

- Headset brand, territory
- Technology type

VERTICAL MARKETS COVERED

- Entertainment Media
- Entertainment Centres
- Consumer Electronics

TECHNOLOGIES COVERED

- Virtual Reality Headsets
- Augmented Reality Headsets/Smart Glasses
- Augmented Reality Smart Devices

KEY TRANSFORMATIONS DRIVING CHANGE

- Broad consumer adoption
- Smartphone-based AR
- Emergence of consumer AR headsets
- Out of home entertainment

New 2018 research offering IHS Markit's most in-depth analysis of the consumer Virtual Reality (VR) and Augmented Reality (AR) sectors. Following the successful launch of the *VR Market Opportunity Report 2016*, this new research significantly expands coverage to add AR market and technology analysis, and analysis and forecasts for the location-based VR market.

Consumer Virtual Reality

Immersive Computing: Virtual Reality and Augmented Reality Market Report - 2018 builds on IHS Markit's world-class, highly detailed foundation research into the consumer VR market released in September 2016. This first report included a collection of databases with forecasts on a VR headset platform and country level for detailed analysis of the consumer VR market opportunity. The 2018 version of this research will include updated versions of these platform and content databases while also adding analysis of the location-based opportunity for VR technologies. Companies examined include Google, HTC, Samsung, Sony, Facebook/Oculus, Acer, Microsoft, Dell and Asus.

The new research will provide the following analysis and metrics of the consumer VR opportunity and applications:

- VR sales and installed base by major brand, platform and country
- VR headset spend by major brand, platform and country
- VR interactive content and video spend by major brand, platform and country
- Consumer spending on venue-based, out-of-home VR entertainment by region and China

The addition of analysis of the location-based market adds to the existing and updated consumer VR pivot table databases, which provide country level data for VR headset brands and VR entertainment content spend related to those platforms.

Consumer Augmented Reality

Immersive Computing: Virtual Reality and Augmented Reality Market Report - 2018 adds a new technological dimension to the IHS Markit coverage with the inclusion of analysis of the consumer augmented reality market. While the use of AR headsets in B2B deployments is steadily growing, the broader consumer opportunity for AR technology is also starting to emerge especially on smart devices. Understanding how the market will emerge during the next five years is key to investment decisions. Companies covered include Facebook, Apple, and Google.

This new AR research will provide the following analysis and metrics of the consumer and opportunity and applications:

LEAD ANALYST

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As head of games research and AR/VR research coordinator at IHS Markit, Piers leads a team of analysts tracking the evolution of the games and immersive computing sectors. He is regularly quoted across specialist and consumer press on games-related topics and is an acknowledged expert in the market transition from physical media to digital games opportunities.

He regularly presents at major conferences on the AR/VR opportunity and its evolution.

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ABOUT IHS MARKIT'S VR/AR COVERAGE

IHS Markit is the leading provider of market intelligence for VR/AR headset and display research and the adjacent markets of games, smartphones, mobile media, app stores and online video. In addition to these market segments, IHS Markit provides vertical industry specific expertise across healthcare, energy and utilities, defense, and automotive. Having studied these markets for over twenty years, we have amassed a wealth of insight and market data that is recognized as being the most detailed and accurate of its kind. Aside from topical reports such as this, we also offer a wide selection of subscription-based Intelligence service products covering a wide range of technology and media research subjects.

As well as syndicated research, we also offer custom research and strategy consultancy services.

- Apple ARKit device installed base by country
- Consumer spending on AR games and apps by country

This major report provides analysis and insight into the following:

- The latest new on VR and AR from CES 2018
- VR headset sales performance by brand in 2017
- Microsoft's Mixed Reality strategy
- The emergence of standalone VR headsets
- Latest view on the potential of Google Daydream platform
- The performance of China's local VR companies
- The use of LCD displays in the latest VR headsets
- Game release trends across different VR platforms; title performance for PSVR titles
- VR games, app and video content market opportunity analysis
- Location-based VR market opportunity including venue counts by type, paid hourly visits and consumer spending
- Special mini-report on cinema company use of VR venues
- Why consumer AR will be centred on the smartphone in the short and medium term
- The addressable market for ARKit apps
- Which AR app genres offer the most potential
- AR app market opportunity

Key Issues Addressed

- How is technology evolving across immersive computing categories
- How big is the consumer VR and AR market opportunity?
- What are the bestselling VR and AR platforms?
- How much are consumers spending on out-of-home VR entertainment services?

Applicable To

- Gain market understanding
- Identify growth opportunities
- Understand the competitive landscape
- Understand the consumer market opportunity at country and brand level and the location-based B2B2C opportunity on a regional basis

RESEARCH METHODOLOGY



4-5 months