

# Head-worn AR revenues will increase nearly tenfold by 2026

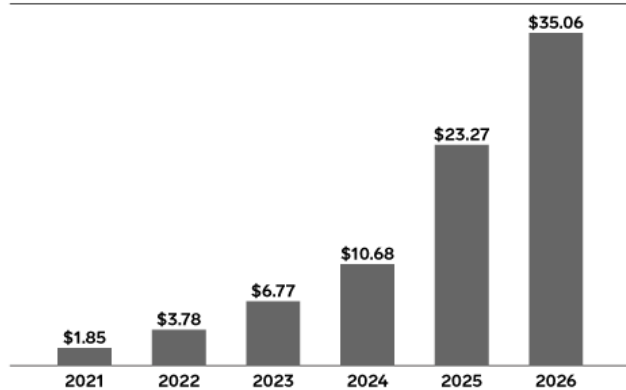
Article

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Worldwide, head-worn augmented reality (AR) revenues will hit **\$35.06 billion** in 2026, up from **\$3.78 billion** this year, according to ARTillery Intelligence. These revenues include spending on everything from devices to content.

## Head-Worn AR Revenues Worldwide, 2021-2026

billions



Note: includes enterprise and consumer applications; includes AR glasses device sales, content and app spending, experience creation and enabling tech, and content and app spending for hearables  
Source: ARTillery Intelligence, "Headworn AR Global Revenue Forecast, 2020-2026" as cited in press release, Aug 14, 2022

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InsiderIntelligence.com

**Beyond the chart:** Mobile AR will generate **\$36.26 billion** in 2026, though with revenues forecast to reach **\$16.58 billion** this year, the increase is less steep.

In the US, we project **32.1%** of the population will experience AR content monthly by 2025. The percentage of those using AR for retail, in-store or online, is set to grow significantly as the tech becomes more common.

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