

AR/VR user growth forecast to slow ahead of Apple's headset release

Article

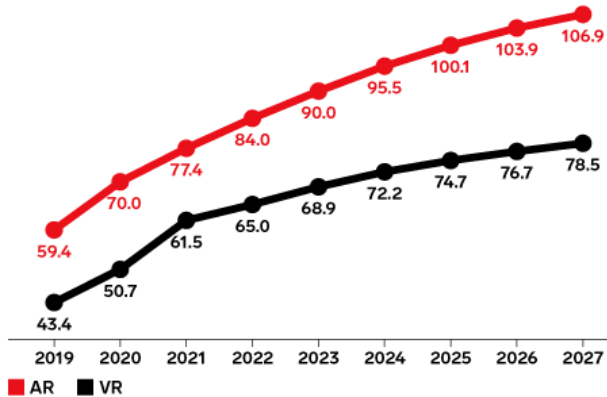
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There will be 90.0 million monthly users of augmented reality (AR) in the US this year, a figure that, despite decelerating growth, will cross the 100 million mark in 2025, according to our

forecast. Virtual reality (VR) will hit 68.9 million users this year, though growth has also tapered off.

US AR & VR Users, 2019-2027

millions



Note: individuals of any age who experience AR or VR content via any device at least once per month
Source: eMarketer, March 2023

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eMarketer | InsiderIntelligence.com

Beyond the chart: Apple is expected to unveil its **new AR/VR headset** next week with an aim to make the tech mainstream, much as Meta has with Quest headsets and Horizon Worlds. But a lofty price tag and general bulkiness will likely make mass adoption more difficult to achieve for Apple's headset than it was for the iPhone. A mixed reality future still seems to be a ways off.

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Methodology: Estimates are based on the analysis of survey and web traffic data from research firms and regulatory agencies, historical trends, and demographic adoption trends.