

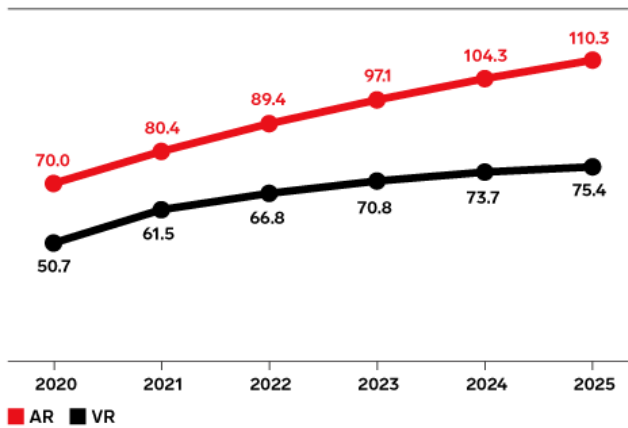
AR and VR enter the mainstream

Article

Once the domain of gamers and young social media users, AR and VR are entering the mainstream. This year, more than a quarter of the US population will use AR and nearly a fifth will use VR. As device-makers improve VR headsets and AR spreads to new use cases, the number of AR and VR users will continue to grow over the next four years, with AR outpacing VR.

US AR and VR Users, 2020-2025

millions



Note: individuals of any age who experience AR or VR content at least once per month via any device
Source: eMarketer, Feb 2022

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eMarketer | InsiderIntelligence.com

AR user numbers will exceed 100 million in 2024.

We've lowered our estimate for current users to **89.4 million** in 2022 because of access to better data—but we remain bullish on future growth.

- We expect the number of AR users in the US to increase by more than **20 million** people between 2022 and 2025.
- By the end of this year, **29.7%** of US internet users will use AR. That percentage will rise to **35.5%** in 2025.

Social media continues to drive AR usage. Many people first experience AR when they use a filter or lens in **Snapchat, Instagram, or TikTok**. And many of them are likely to be repeat users—**56.0 million** people in the US will experience social AR at least once per month in 2022. This year, **16.6%** of the US population will use social network AR. That figure will tick up to **19.8%** by 2025.

Read the full report.

Report by Peter Adrian, and Yoram Wurmser Apr 04, 2022

US Augmented and Virtual Reality Users Forecast 2022

