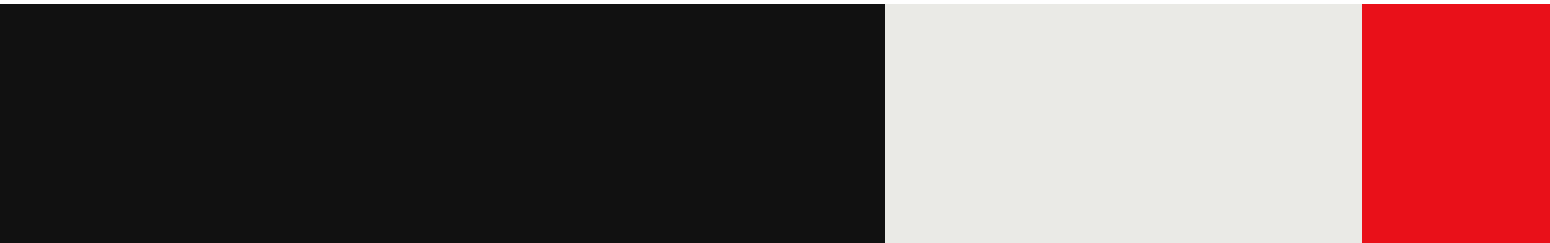


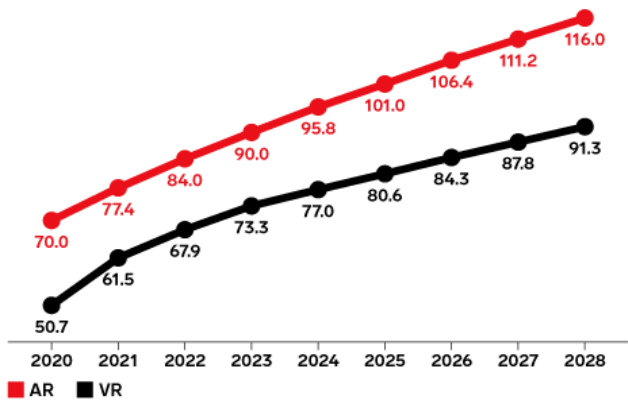
# AR users to surpass the 100-million mark, paving the way for more AR-enabled marketing

Article



## US AR and VR Users, 2020-2028

millions



Note: Individuals of any age who experience augmented/virtual reality content via any device at least once per month  
Source: EMARKETER Forecast, May 2024

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**Key stat:** The number of AR users will surpass 100 million next year and reach 116.0 million in 2028, per our forecast.

### Beyond the chart:

- Widespread use of smartphones has made AR accessible to millions of consumers, without them needing to adopt new tech.
- As existing AR tools like social media filters and virtual try-on solutions improve, they will give marketers new and innovative ways to connect with consumers, according to our [AR and VR Are Reshaping the Future of Consumer Engagement](#) report.
- Looking ahead, interest in AI-enabled wearable devices could prompt companies like [Google](#) or [Meta](#) to develop AR smart glasses, which would unlock even more AR marketing.

### Use this chart:

- Highlight the growth opportunities in AR and VR advertising.
- Justify increasing spend on AR and VR content experiences.
- Discuss potential AR applications in marketing campaigns.

### More like this:

- **Exclusive—Retailers rank immersive experiences near the top of their investment priorities**

- **Where to reach Gen Z online**
- **Where and how Gen Alpha consumes content: From YouTube to Netflix to Roblox**
- **AR and VR Are Reshaping the Future of Consumer Engagement** (EMARKETER subscription required)

*Note: AR enables a user to interact with virtual objects and other types of digital information overlaying the real world. Examples of AR include filters of videos and photos (e.g., Snapchat Lenses), games (e.g., Pokémon Go), shopping (e.g., Ikea Place, Sephora Virtual Artist), navigation (e.g., via head-up displays), object interactions (e.g., Blippar), 3D product demos and projections via headsets (e.g., enterprise applications), and training via headsets (e.g., HoloAnatomy). VR immerses a user in a nonfixed, 360-degree visual environment. Users interface with different types of multimedia content via connected TVs, desktop/laptop computers, mobile devices, or headsets. Examples of VR include photos and videos (e.g., Google Earth VR), games (e.g., Meta Horizon Worlds), and virtual simulations (e.g., product demos, virtual showrooms). Examples of VR headsets include AuraVisor, HP Reverb, HTC Flow, HTC Vive, Meta Quest, and PlayStation VR.*

*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.*