

XR Hardware and Interactive 3D Software

The *XR Hardware and Interactive 3D Software* service primarily measures and assesses the opportunities and threats encountered by vendors and suppliers in the XR (VR, AR, MR, and ER) hardware, software, and services market. It also considers the spectrum of interactive 3D software that can run seamlessly across XR headsets and flat-screen devices, such as enterprise training and 3D collaboration apps, and consumer-facing apps like video games and web-based "metaverse" spaces. It explores vertical markets that are early XR hardware, software, and service adopters, and it surveys associated users. Last, it examines the development tools used to build and manage real-time 3D apps and games and considers adjacent hardware markets such as PCs, game consoles, smartphones, tablets, and associated accessories.

MARKETS AND SUBJECTS ANALYZED

- Vertical and horizontal commercial use cases for XR hardware, software, and services (i.e., training, 3D collaboration, customer experience)
- Consumer use cases for XR hardware, software, and services (i.e., gaming, productivity, video)
- XR headset shipment forecast and vendor market shares
- Spending on commercial and consumer XR and XR-enabled apps and games on popular digital stores
- The interaction between XR and adjacent hardware markets such as smartphones, tablets, PCs, and game consoles
- Identification of top XR and XR-enabled app and game publishers
- Assessment of the software tools and platforms used to create and run interactive 3D apps and games
- Game console bundle shipment forecast and vendor market shares
- Cloud gaming and real-time XR pixel streaming
- Spending on flat-screen mobile, PC, and console games
- Consumer spending on popular gaming and mainstream PC accessories (i.e., mice, keyboards, headsets)

CORE RESEARCH

- Worldwide and U.S. XR Headset Forecast
- Market Note summaries and analysis of XR-related news from AWE, CES, and GDC
- Quarterly Presentation of top-selling XR apps and games on leading digital stores
- XR Hardware Market Shares
- Worldwide Interactive 3D Software Forecast
- U.S. Commercial XR Survey Results and Analysis
- U.S. Consumer XR Survey Results and Analysis
- Worldwide Game Console Hardware, Software, and Services Forecast
- IDC Perspectives on vertical or horizontal XR deployments
- Market Perspectives on key interactive 3D and video game development tools, platforms, and standards
- Worldwide Mobile Gaming Forecast
- Worldwide PC Gaming Forecast

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [XR Hardware and Interactive 3D Software](#).

KEY QUESTIONS ANSWERED

1. How big will the XR headset market be in five years, and what percentage (of customers and sales revenue) will be consumer versus commercial?
2. Which companies are likely to dominate the XR platform space, create the most popular apps and content, and run the most lucrative digital stores?
3. Which video game companies are likely to generate the most revenue in the next five years, and how do the business models of gaming's leading hardware, software, and service companies vary?
4. What impact will XR have on IT infrastructure generally, and which verticals are poised to embrace this tech next?
5. How much demand exists for enterprise and consumer interactive 3D software that runs seamlessly on XR headsets and flat-screen devices, and which market segments are most interested in this software?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the XR hardware and interactive 3D software market, including:

Acer, Akamai, Amazon, AMD, Apple, ARM, ASUS, Corsair, Dell, Dolby Labs, Epic Games, Fujitsu, Google/Alphabet, Hewlett Packard Enterprise, HTC, Huawei, Intel, Lenovo, LG, Magic Leap, MediaTek, Meta Platforms, Microsoft, NetEase, Niantic, Nintendo,

NVIDIA, PICO, Qualcomm, Samsung, Sony, SteelSeries, Take-Two Interactive Software, Tencent, Toshiba, Turtle Beach, Ubisoft, Unity Technologies, Valve Corp., Varjo, Verizon, Xiaomi, and XREAL.