***Simple Layout for VR gaming market analysis***

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1. **Introduction:**
   * Provide a brief overview of VR gaming.
   * State the purpose and objectives of the market analysis.

**HS: Introduction: Virtual reality, or VR, is one of the most popular and innovative technologies in the last decade. VR can be applied to multiple applications such as architecture and urban design, industrial design, etc. The most popular and well-known application is video games, has risen to the forefront, being one of the most recognizable applications to utilize VR technology significantly. We will be diving into the video game segment,**

* **Market Overview of the consumer side of the VR and more closely the gaming sector**
* **Market Sizes and growth**
* **Top 10 VR headset**
* **Top 10 VR Companies**
* **Top 10 VR Titles and most popular Title**
* **Best selling VR titles**
* **Market Trends and so much more**

**This analysis will help us understand the VR video game market; I will read articles, watch VR gaming videos, and try VR sims to help me understand the VR gaming landscape and use it to help me create the best market analysis.**

1. **Market Overview:**
   * Define the VR gaming market, including its scope (consumer VR gaming).
   * Highlight the significance and growth potential of the market.

**HS: VR gaming is experiencing a tremendous growth within the VR market space. In 2020 alone, the global VR market was valued between 17.25** (Phil, 2023) **in 19.44 billion U.S. dollars. Sources suggest that the market will sit to continue its expansion with the expectation to reach approximately $25.11 billion** (Virtual Reality [VR] Market Size, Growth, Share: Report, 2030, 2023)**. The primary sector that's been growing the VR industry is Gaming and entertainment sector. The gaming and entertainment holds a 24.6% market share in the U.S. Virtual Reality Market segment in 2022** (Virtual Reality [VR] Market Size, Growth, Share: Report, 2030, 2023)**. Companies like Meta have alone invested an eye watering $36 billion into the metaverse and VR business** (Dean, 2022) **is to give us an idea how much faith in the VR technology they have.**

**Global Virtual Reality Market Share, By Industry, 2022
** (Virtual Reality [VR] Market Size, Growth, Share: Report, 2030, 2023) (Pie Chart)

1. **Market Size and Growth:**
   * Present data on the current market size in terms of revenue or units sold.
   * Discuss historical growth trends and future growth projections.

**HS: To give you an idea of how big the VR gaming market is, in 2022 alone, the global VR gaming market size attained a value of USD $27.25 billion** (Expert Market Reasearch , n.d.)**. According to the EMR website, it is estimated that the market will witness healthy growth in the forecast period of 2023-2028 to reach around USD 130.05 billion by 2028** (Expert Market Reasearch , n.d.)**.**

**There are a couple of factors why the market has grown because of: the rapid popularity of the VR gaming genre, more gaming consoles supporting VR like the Sony PlayStation 5, and more and more VR headsets flooding the market. I will touch more on that point later in the report. Big companies like Sony, Microsoft, Meta/Oculars, Valve significantly investing in research and development division in their VR/AR department. Sony announces to invest $2 billion into extended reality research by the end of March 2024** (Rees, 2023)**.**

**Fun Facts:**

* **Oculars/Meta Quest 2 is currently the best-selling VR headset, selling around 18 and more units. Generating around $7 billion in revenue.**
* **Beat Sauber is currently the best-selling VR game to date. Selling is around 4 million units and generating $255 USD in revenue by October 2022** (MKAI, 2023)

1. **Key Players:**
   * Identify and profile the top VR gaming companies or developers.
   * Mention their notable VR game titles and market influence.
2. **Market Segmentation:**
   * Categorize VR games by genre (e.g., action, adventure, simulation).
   * Discuss any emerging or niche segments.
3. **Consumer Demographics:**
   * Analyze the target audience for VR gaming.
   * Provide data on age groups, gender, and geographic distribution of VR gamers.
4. **Competitive Analysis:**
   * Compare and contrast major VR gaming platforms or devices (headsets).
   * Evaluate the strengths and weaknesses of competing VR gaming companies.
5. **Market Trends:**
   * Highlight current and emerging trends in VR gaming (e.g., new technologies, gaming experiences).
   * Discuss the impact of VR hardware advancements on the market.
6. **Consumer Preferences:**
   * Explore what consumers look for in VR gaming experiences (graphics, gameplay, immersion).
   * Include findings from user reviews and surveys if available.
7. **Market Opportunities and Challenges:**
   * Identify growth opportunities in the VR gaming market (e.g., untapped demographics, new technologies).
   * Discuss challenges such as hardware costs, motion sickness, or competition from traditional gaming platforms.
8. **Conclusion:**
   * Summarize key findings and insights.
   * Provide recommendations or predictions for the future of VR gaming.
9. **References:**
   * List all sources and references used in the analysis.

1. **Introduction**

2. **Market Overview**

* “Virtual Reality [VR] Market Size, Growth, Share: Report, 2030.” *Virtual Reality [VR] Market Size, Growth, Share | Report, 2030*, [www.fortunebusinessinsights.com/industry-reports/virtual-reality-market-101378. Accessed 28 Sept. 2023](http://www.fortunebusinessinsights.com/industry-reports/virtual-reality-market-101378.%20Accessed%2028%20Sept.%202023).
* Phil. “What Is the Future of VR? 2023 Edition - Draw &amp; Code.” Draw and Code, Draw &amp; Code - VR, AR &amp; Immersive Tech, 2 July 2023, drawandcode.com/learning-zone/what-is-the-future-of-vr/#:~:text=Consumer%20Adoption,for%20VR%20products%20and%20experiences.

**3. Market Size and Growth**

* “Global Virtual Reality Gaming Market Report and Forecast 2023-2028.” Virtual Reality Gaming Market Growth, Report 2023-2028, [www.expertmarketresearch.com/reports/virtual-reality-gaming-market. Accessed 29 Sept. 2023](http://www.expertmarketresearch.com/reports/virtual-reality-gaming-market.%20Accessed%2029%20Sept.%202023).
* “Report: Beat Saber Reached $255 Million in Revenue.” MKAI, 15 Apr. 2023, mkai.org/report-beat-saber-reached-255-million-in-revenue/#:~:text=One%20of%20VR’s%20flagship%20games,platform%20alone%20the%20following%20October.