**Education:** AR and VR technologies are transforming the education sector by making learning more immersive and engaging. They can improve learning for students with short attention spans, make lessons more engaging, and help them pick up new information quickly. Additionally, AR and VR in education can make the whole sector more inclusive by providing access to the same material for students with different learning styles.

The global Virtual Reality (VR) in Education market size is expected to grow from USD 25.85 billion in 2024 to USD 67.02 billion by 2029, at a CAGR of 21%. A survey showed that 97% of students were more interested in VR learning formats than tablets and classic pen and paper.

**Healthcare:** AR and VR technologies are being adopted in the healthcare sector to foster a deeper understanding of complex concepts, ignite student curiosity, and promote collaborative learning. They are used in medical education, diagnostics, surgery, and fitness. The global Augmented Reality & Virtual Reality in healthcare market size was valued at USD 2.5 billion in 2022 and is expected to expand at a CAGR of 18.8% from 2023 to 2030.

**Gaming:** AR and VR have revolutionized the gaming industry, ushering in an era of immersive experiences. They have seen the most success in the entertainment sector, particularly in the video game industry. Games like Pokémon GO and devices such as the Oculus Quest 2 and PlayStation VR have had widespread adoption.

As of 2022, the VR gaming industry has a market size of $12.13 billion. 25- to 34-year-olds account for 23% of VR/AR device users.

**Automobile Industries:** AR and VR technologies are transforming the automotive industry by enhancing customer experiences and gaining a competitive edge. They are being used for design, production, sales, and even marketing.

The entire augmented reality market for the automotive industry is expected to grow at a rate of 177% annually reaching $5.5 billion by the end of the year 2022.

**Engineering:** AR and VR technologies are being adopted in the engineering sector to enhance comprehension of intricate processes. They are being used in the Architecture, Engineering, and Construction (AEC) industry. However, the AEC industry, relative to other industries, has been slow in adopting AR/VR technologies, partly due to lack of feasibility studies examining the actual cost of implementation versus an increase in profit.

Engineers are benefiting from VR with a 10% reduction in time to market and a 7% decrease in construction times.

**Military:** AR and VR technologies are transforming the military sector by offering innovative ways to engage and entertain audiences. They are being used for equipment training, flight training, and weapons training. The combination of AR and VR, often called extended reality (XR), has huge potential to transform digital technology in the defense sector and revolutionize the way armed forces personnel access information, plan mission strategy, and conduct critical operations.

The US Defence Department spends around $14 billion annually on synthetic digital training, which amounts to 2% of the total US military spending in a year.

**Manufacturing:** AR and VR technologies are transforming the manufacturing sector by offering innovative ways to engage and entertain audiences. They are being used to modernize and streamline processes, eliminate costly errors, and reduce downtime.

The AR & VR market in the manufacturing sector is set to grow from $210 million in 2022 to $716 million by 2026.

**Retail Store:** AR and VR technologies are transforming the retail sector by enhancing customer experiences and gaining a competitive edge. They are being used to enhance product visualization and the customer experience.

The global AR/VR spending in retail and e-commerce is projected to reach $11.7 billion by 2024.

**Entertainment:** AR and VR technologies are transforming the entertainment sector by offering innovative ways to engage and entertain audiences. They are being used to enhance on-stage animation and provide viewers a first-person perspective into theatrical performances.

AR/VR technologies have seen the most success in the entertainment sector, particularly in the video game industry.The global VR market size is projected to increase from less than 12 billion U.S. dollars in 2022 to more than 22 billion U.S. dollars by 2025