

Market Analysis

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Market Analysis Summary

There are only a limited amount of puzzle games/apps available on the market, the ones that are out there have a lower amount of reviews compared to most other VR genres, with some outliers. One Title in the Puzzle genre still has been able to make it to Top 15 rated Games on Quest 2 Store. The Puzzle genre is growing still and is already very popular on other platforms such as mobile and PC yet there has yet to be a major breakthrough for VR on the Quest 2 Platform(excludes PC VR) With Puzzle Market increasing and VR market increasing its seems to say that PC puzzle will see an increase in popularity as time goes on.

Market Segmentation

The market for VR puzzle/problem_solving

- Consumer
 - Public apps on Vr headsets
- Commercial
 - Standalone headsets used in Puzzle entertainment experiences like that used at (The Void)
 - Headsets/apps used in horror/escape rooms
 - Allows multiple uses in the same room

Market Growth

The market for VR is growing, the market for puzzle experiences is quite small and staying at a steady pace

- VR
 - Market Growth
 - <https://www.grandviewresearch.com/industry-analysis/virtual-reality-in-gaming-market#:~:text=The%20global%20virtual%20reality%20in,take%20gamers%20into%20their%20screens.>
 - 2019 - 11.56 Billions
 - Valued at 30.2% annual growth from 2020 - 2027
- Puzzle Experiences/Problem solving apps (For all devices)
 - Market Growth
 - <https://www.grandviewresearch.com/industry-analysis/games-puzzles-market>
 - 2016 - 1.95 Billion
 - 2017 - 2.07 Billion

- 2019 - 11.88 Billion
 - Valued at a 18.6% growth rate
- The VR puzzle/problem solving market is currently quite small. Here is an example from the Oculus Quest Store.
 - Oculus Quest Store
 - Total apps/games 170 (outdated)
 - 113 games
 - 57 apps
 - Average number of user reviews: 565
 - Unable to find newer information
 - Puzzle Games
 - 8 games
 - 4.3 average rating
 - 614 number of average reviews
 - Inflated from single title
 - Without title 356 reviews
 - Average price \$14.99 with some at \$19.99 or higher
 - Oculus PC Store has increased game #'s but with less reviews

Main Competitors

The user reviews for the 8 puzzle games are extremely high with minimal bad reviews.
4 examples

This chart only applies to the Oculus Quest Store as some numbers are different on the PC store

Name	# of Reviews	Rating	Price	Estimated Income
I expect you to die	3.8k	4.8 stars	\$24.99	\$949,620
Keep talking and nobody explodes	379	4.6 stars	\$14.99	\$56,812
Gadgeteer	464	4.6 stars	\$14.99	\$69,553
Cubism	465	4.8 stars	\$9.99	\$46,454

Estimated income is based on the fact that 10% of users leave reviews -- stole this from Kenny :)