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Global Leading Market Report Publisher

Virtual Reality (VR) and Augmented Reality (AR) Master Chip Industry Research Report 2026

Industry	Published	Pages	Format
Electronics & Semiconductor	2026-01-04	116	PDF

Single User	Multi User	Enterprise
USD 2,950	USD 4,430	USD 5,900

Description

The global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market was valued at US$ million in 2025 and is projected to reach US$ million by 2032, implying a CAGR of % over 2026–2032.

The North America market for Virtual Reality (VR) and Augmented Reality (AR) Master Chip is forecast to increase from US$ million in 2026 to US$ million by 2032, corresponding to a CAGR of % over 2026–2032.

The Europe market for Virtual Reality (VR) and Augmented Reality (AR) Master Chip is projected to rise from US$ million in 2026 to US$ million by 2032, registering a CAGR of % over 2026–2032.

The Asia Pacific market for Virtual Reality (VR) and Augmented Reality (AR) Master Chip is expected to grow from US$ million in 2026 to US$ million by 2032, at a CAGR of % over 2026–2032.

Leading global manufacturers of Virtual Reality (VR) and Augmented Reality (AR) Master Chip include among others. In 2025, the top three vendors together accounted for approximately % of global revenue.

Report Scope

This report quantifies the global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market in revenue (US$ million) and, where applicable, sales volume (k units), using 2025 as the base year and providing annual historical and forecast data for 2021–2032.

It standardizes definitions of types and applications, harmonizes vendor attribution, and presents comparable time series by company, type, application, and region/country, including indicative price bands (US$/k units) and concentration ratios (CR5/CR10).

The outputs are intended to support strategy development, budgeting, and performance benchmarking for manufacturers, new entrants, channel partners, and investors; the report also reviews technology shifts and notable product introductions relevant to Virtual Reality (VR) and Augmented Reality (AR) Master Chip.

Key Companies & Market Share Insights

This section profiles leading manufacturers, combining 2021–2025 results with a 2026–2032 outlook. It reports revenue, market share, price bands, product and application mix, regional and channel mix, and key developments (M&A, capacity additions, certifications). It also provides global revenue, average price, and—where applicable—sales volume by manufacturer, and calculates CR5/CR10 and rank changes to support comparative benchmarking.

Virtual Reality (VR) and Augmented Reality (AR) Master Chip Market by Company

Qualcomm

Rockchip Electronics Co., Ltd.

Allwinner

UNISOC

VeriSilicon

Goke Microelectronics Co., Ltd.

AMLogic

Hisilicon

arm CHINA

Virtual Reality (VR) and Augmented Reality (AR) Master Chip Segment by Type

VR Chip

AR Chip

Virtual Reality (VR) and Augmented Reality (AR) Master Chip Segment by Application

Medical

Fitness

Educate

Entertainment

Others

Virtual Reality (VR) and Augmented Reality (AR) Master Chip Segment by Region

North America

United States

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Spain

Netherlands

Switzerland

Sweden

Poland

Asia-Pacific

China

Japan

South Korea

India

Australia

Taiwan

Southeast Asia

South America

Brazil

Argentina

Chile

Middle East & Africa

Egypt

South Africa

Israel

Türkiye

GCC Countries

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Virtual Reality (VR) and Augmented Reality (AR) Master Chip market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Virtual Reality (VR) and Augmented Reality (AR) Master Chip and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Virtual Reality (VR) and Augmented Reality (AR) Master Chip.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1:

Research objectives, research methods, data sources, data cross-validation;

Chapter 2:

Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3:

Detailed analysis of Virtual Reality (VR) and Augmented Reality (AR) Master Chip manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4:

Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5:

Production/output, value of Virtual Reality (VR) and Augmented Reality (AR) Master Chip by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6:

Consumption of Virtual Reality (VR) and Augmented Reality (AR) Master Chip in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7:

Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8:

Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9:

Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10:

Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11:

The main points and conclusions of the report.

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