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VR, AR, XR Near Eye Displays – 2025

Stay ahead in the immersive tech market with deep insights into near-eye display technologies, demand forecasts, and supply chain trends.

Key Questions Answered

- How much Near Eye Display market can grow in 2030?
- What is the most proper technology for Near Eye Display manufacturing?
- What are the strategies of display makers & device brands for Near Eye Display & device in near future?
- What is the current supply chain for manufacturing Near Eye Display?
- What are the new product and process technology in the Near Eye Display manufacturing?
- Who are the Near Eye Display makers?

What We Offer

- Market sizes of Near Eye display in various segmentations
- Understand the latest strategies from display suppliers on Near Eye displays and the related set brands
- Analyze penetration rate forecast by display technology
- Extensive product coverage of **AR, VR, XR**, and **MR** near-eye display technologies
- Direct access to Omdia's market experts for strategic support, data interpretation and validation of market assumptions

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Jay Shao

Senior Research Analyst, OLED & Micro LED, On-Silicon display technology

Kimi Lin

Senior Research Analyst, Touch, Cover Lens& Fingerprint

SPEAK WITH OUR EXPERTS

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Navigate the evolving landscape of XR, AR, and VR applications

Scope of Research

Near Eye Display Market Tracker
Quarterly updated database offering worldwide unit shipments, revenues, market shares, ASPs and BOM cost estimations across **AR, VR, XR**, and **MR** near-eye display technologies, with coverage of major markets including the US, China, Japan, Korea, and Taiwan.

In-Depth Technology and Product Analysis
Full view of display technologies including TFT-LCD, AMOLED, LCoS, OLEDoS, and LEDoS, matched with compatibility insights across optical solutions, supporting strategic planning for OEMs, ODMs, and panel suppliers.

Extensive Forecasting and Historical Data
2-years of historical market data combined with **7**-year forecasts, empowering brand manufacturers, display suppliers and investors to anticipate trends and align with future opportunities in the immersive tech sector.

Expert Analysis Reports
Analytical reports delivering insights into key technology developments, supply chain dynamics, and market opportunities across XR/AR/VR applications.

Insights from Report

- The extended reality (XR) near-eye display market is projected to reach **61.1 million units by 2030**, driven primarily by demand for virtual reality (VR), alongside increasing applications in augmented reality (AR) and mixed reality (MR)
- VR devices and their more mainstream associated use cases will remain the main growth engine through the decade
- AR growth remains constrained by the complexity of its displays and optical engines
- Omdia anticipates AR display technologies will mature within **2–3** years, unlocking broader growth potential

These insights and more are explored in the latest edition of Omdia's Near Eye Displays report.

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Get in touch with the presenter...

customersuccess@omdia.com
@Omdia
@OmdiaHQ

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