

# Worldwide Quarterly Augmented and Virtual Reality Headset Tracker

IDC's *Worldwide Quarterly Augmented and Virtual Reality Headset Tracker*® provides details on vendors, technology, market opportunity, and trend analysis in the newly created augmented reality and virtual reality device market. The tracker breaks the headset market into two different categories — augmented reality and virtual reality — and provides detailed information concerning these product categories in an easy-to-use web deliverable. IDC's tracker products provide reliable, accurate, and independent market research as a base to create quantitative market analyses and to study historical and future trends.

## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in unit shipments, end-user value, and ASP.

### Core Coverage

- **Product category:** Augmented reality and virtual reality
- **Product:** Screenless viewer, standalone HMD, and tethered HMD
- **Product details:** Basic and advanced
- **Connectivity:** Wired, WiFi, WiFi/2G, WiFi/3G, and WiFi/4G
- **OS:** Windows, Android, and RTOS
- **Vendors:** 30+
- **Price band:** \$0–700+, with \$25 bands
- **Segment splits:** Government, education, consumer, and five different business sizes
- **Channel splits:**
  - **Direct:** Inbound/outbound, internet, and store
  - **Indirect:** Retail, telco, e-tailer, and dealer/VAR/SI

## Geographic Scope *(additional countries available upon request)*

- **Asia/Pacific excluding Japan (8):** Australia/New Zealand (ANZ), Hong Kong, India, Indonesia, Korea, PRC, Singapore, Taiwan, and rest of Asia/Pacific.
- **Canada**
- **Central and Eastern Europe**
- **Japan**
- **Latin America**
- **Middle East and Africa**
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

## Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. The following are the deliverables for this tracker. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data

## Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Examples of the forecasts included in this tracker are as follows:

### Core Forecast Coverage

- **Product category:** Augmented reality and virtual reality
- **Product:** Screenless viewer, standalone HMD, and tethered HMD
- **OS:** Windows, Android, and RTOS
- **Segment splits:** Government, education, consumer, and five different business sizes
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## IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

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## Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

### Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

### Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

## IDC's Global Tracker Process at Work

