

## Virtual Reality - UK - December 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The VR market has shown signs of improvements in 2019 after a disappointing previous year. There has been noticeable growth in daily usage of headsets and Younger Millennials in particular are far more likely to have used a VR headset than in 2018.”

– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- **VR manufacturers could benefit from headset trade-in schemes**
- **Genre-based VR demos could improve consumer opinion**

This Report looks at the UK market for Virtual Reality. This is defined as computer-generated 3D simulations experienced through a headset and often using electronic equipment such as handheld controllers to interact with the environment. The Report includes the market for consumer virtual reality headsets and content used in and out of the home. It also focuses on usage of VR, perceptions of the technology and which applications consumers are most likely to use.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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