

## Virtual Reality - UK - December 2018

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“The VR market, despite its potential and initial excitement, has regressed over the last 12 months. There’s interest from many consumers but a clear gap between this and actual intention to buy a headset. Cost is still a significant barrier for them but standalone headsets are becoming important in addressing this issue.”  
**– Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- The challenge of creating engagement when access to headsets is limited
- Consumers held back by price and lack of awareness
- Films appeal to most consumers but sport divides opinion

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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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The facts

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The implications

## The Market – What You Need to Know

- VR market at crossroads as sales decrease
- Ready Player One movie showcases VR
- PlayStation sells 3 million VR headsets
- Increasing importance of standalone headsets
- Price discounts continue for holiday seasons

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- Price discounts continue for holiday seasons

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Vive Studios and DVgroup demonstrate role of VR in film

## The Consumer – What You Need to Know

VR ownership still well behind more established technology items

Just 21% of non-owners have tried VR

Prices hold back new buyers

Lack of awareness from consumers about VR

PlayStation VR leads competition for new potential customers

Millennials more engaged in all aspects of VR content – especially gaming

World Cup VR figures suggest work to be done to persuade fans

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