

Extended Reality

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Explore insights from **10 leading extended reality (XR) analysts** shaping the future of XR. Experts from leading analyst firms offer prescient thought leadership on how XR transforms the way we connect, shop, and learn. Market momentum is undeniable, but vendors and buyers have headwinds to overcome before XR is deployed more broadly.

See what trends are shaping this market. Follow these analysts' blogs, podcasts, webinars, and articles for actionable insights and strategies to drive innovation and success in the XR landscape.



J.P. Gownder

VP, Principal Analyst at Forrester

Covers the future of work, & jobs in terms of AI, automation, and generative AI; extended reality, which includes augmented reality, virtual reality, and mixed reality. Also covers the metaverse.



The Future of Extended Reality



XR Glasses (i.e., Headsets) For Consumers – Just Another Screen? Or More?



Bryan Bassett

Research Manager at IDC

Covers Enterprise Mobility: Workspace and Deployment Strategies; Mobile Hardware Deployments in large corporate environments, worldwide business use mobile devices, including smartphones, tablets, and rugged mobile computers.



Top 5 Trends in the XR Market to Watch in 2025



IDC Market Glance: XR, 1Q25



Lewis Ward

Research Director at IDC

Covers video games and augmented and virtual reality (AR/VR). Within AR/VR, he covers off-the-shelf and custom software and services in depth, and contributes to IDC's hardware coverage.



XR's Most Popular Commercial Games and Apps, 2Q25: Beat Saber, Gorilla Tag, and Animal Company Led the Way



U.S. Enterprise Mixed Reality Survey: Quest 3/3S Versus Apple Vision Pro



Ramon T Llamas

Research Director at IDC

Within video games, he covers home video game console hardware, software, and services; PC gaming and associated hardware; and mobile handheld video game software and hardware.



IDC Innovators: XR, Gaming, and Interactive 3D Software, 2025



Worldwide Augmented, Extended, Mixed, and Virtual Reality Headset Forecast Update, 2025-2029: CY 3Q25



Anshel Sag

VP, Principal Analyst at Moor Insights & Strategy

Covers consumer electronics, enterprise IT and social media consulting, personal computing devices (PCs) and smartphones, AR/VR/XR and spatial computing, including metaverse, mobility and 5G, graphics and gaming (PC Gaming, Cloud Gaming, etc.)



The State Of XR In 2024, Part 2: Tier-Two XR Platform Players



MIT RealityHack 2025 XR Hackathon And Conference Recap



James McQuivey

Research Director at Forrester

Covers CEO Strategy, digital business transformation, digital workplace application strategy, employee experience (EX) management. Writes on emerging technologies in the enterprise, such a GenAI and metaverse.



The State of Extended Reality



Extended reality technology adoption faces challenges despite potential: Forrester



Jitesh Urbani

Research Analyst at IDC

Covers Mobile Device Trackers; Wearables, Tablets, and Phones; and Augmented Reality and Virtual Reality.



IDC gloomy on AR/VR device shipments



AR/VR Market Rebounds with 18.1% Growth in Latest Quarter: Mixed and Extended Reality to Drive Long-Term Expansion, says IDC



Ian Hughs

Sr. Research Analyst at 451 Research

Leads 451's worldwide Metaverse coverage, focusing primarily on Industrial Metaverse and Industrial IoT, including enterprise B2B and B2C applications of Industrial Metaverse/IoT technologies and services.



AR/VR hardware makes its case as ideal platform for GenAI



Webinar: Emerging technology – Buzzwords, hype and real change



Jay Shao

Principal Analyst at Omdia

Jay focuses on researching AMOLED panel display technology and the associated markets. He covers the emerging technologies, process development, and product trends related to AMOLED displays.



VR, AR, XR Near Eye Displays - 2025 Analysis



Display Dynamics - June 2025: Technology giants drive XR evolution through divergent display strategies



Alaa Saayed

VP at Frost & Sullivan

Alaa Saayed is ICT Industry Director - Digital Transformation, at Frost & Sullivan. He has extensive expertise in the enterprise communications, and unified communications and collaboration markets.



Making Immersive Tech Work: AR, VR, MR & the Metaverse



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