

Virtual Reality - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“The market for VR headsets is growing rapidly but limited advertising has left awareness relatively low. New product launches, simpler set-up processes and falling prices will continue to boost take up, while innovative out of the home VR experiences are expanding.”
 – **Adrian Reynolds, Consumer Technology Analyst**

This report looks at the following areas:

- Awareness and direct experience are the priority for VR
- High prices have limited take-up, particularly among Millennials
- VR experiences outside the home are key to market growth

The key long-term will be creating engaging content that offers experiences other media cannot, capitalising on people’s initial curiosity and transforming it into regular 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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