

ARTILLRY DATA BRIEFS

OCULUS GO: 1.8 MILLION SOLD IN 2018?

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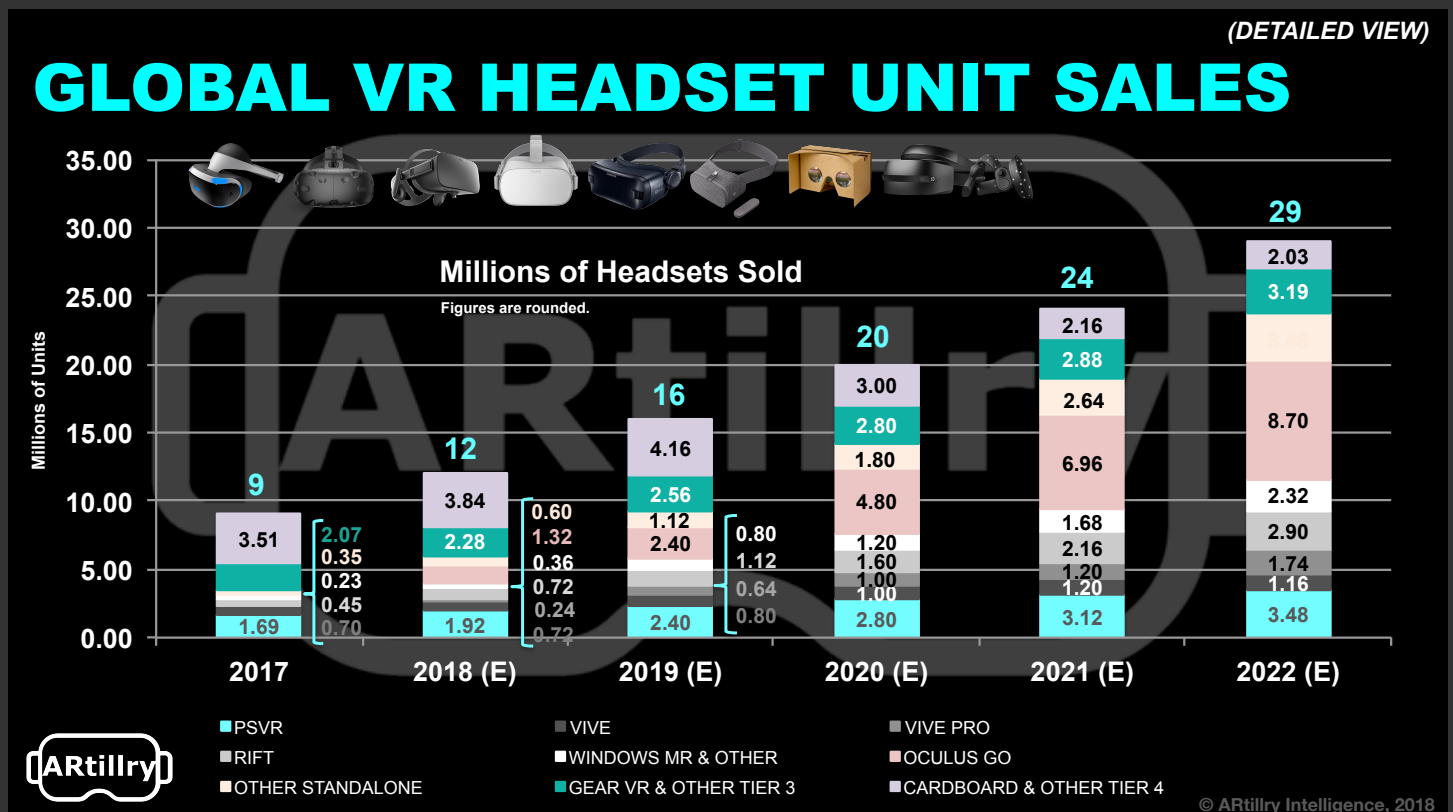
The Oculus Go will accelerate mainstream VR adoption.. This will happen mostly through the device's loss-leader pricing that Facebook has the luxury of applying, and a rich content library already in place from Gear VR. And the device itself is pretty solid in terms of specs.

But how many will Oculus sell in 2018? New data from Superdata projects a rather aggressive 1.8 million units. The remainder of the year will have to prove that out, including the holiday season, which we believe will be a "moment of truth" for the device. \$199 is a highly "giftable" price point.

Meanwhile Canalys likewise projects high sales for the device, but its numbers come in a bit lower than Superdata. The firm projects that a total of 1.5 million units will ship this year for all standalone VR headsets. The emerging category also includes the Lenovo Mirage and Vive Focus.

ARTillery Intelligence data also project the Oculus Go's 2018 shipments a bit lower than Superdata. Our numbers peg Go's 2018 sales at about 1.3 million units. We project this to grow to 8.7 million in 2022, which will position it as the market share leader for unit headset shipments.

These figures are part of ARTillery's twice-annual Global XR forecast that will be released later this week (the last installment is here). Regardless of whose numbers you believe, most market watchers expect big things for Oculus Go. We'll be watching how sales track to these projections.



About ARtillery Intelligence

ARtillery is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

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About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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Questions and requests for deeper analysis can be submitted at:

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