

Apple is reportedly reducing its production of Vision Pro headsets as demand for them has decreased, The Verge reported.

Apple analyst Ming Chi Kuo reported that Apple has reduced the production of its virtual reality (VR) headsets from 800,000 to only 400,000 even before their launch outside the United States.

The demand for the \$3,500 VR headset has dropped much lower than they were expecting.

As per Kuo, Apple is expecting the demand to fall even lower in the next year, which is why the company is said to be "reviewing and adjusting" its headset product roadmap, possibly working on a much lower entry-level mixed reality headset.

He has also claimed that Apple plans to introduce the Vision Pro in new markets prior to the June Worldwide Developers Conference in an attempt to raise demand.

According to a February report by Kuo, Apple is working to improve the speed of production as well as supply chain management. He reported that it does not plan on changing product specifications or the user experience.

At the time of the report, Kuo estimated that we would not see a Vision Pro with significant updates until 2027.

Since Apple frequently sets trends in emerging product sectors, the Vision Pro's failure might have an impact on the entire sector.