# Apple targets 2027 launch for smart glasses to rival Meta’s Ray-Bans



# Apple Sets Its Sights on Smart Glasses: A New Player in the Wearable Tech Market

Apple's foray into the smart glasses arena is gaining momentum, with reports indicating that the tech giant is preparing to unveil its first pair of smart glasses by 2027. This development comes as Apple aims to compete directly with the increasingly popular Ray-Ban smart glasses developed by Meta. According to insider information from Bloomberg's Mark Gurman, Apple is actively working on a bespoke chip designed to power these devices, which have the potential to redefine the usability of wearable technology.

The anticipated chip, inspired by the energy-efficient architecture of the Apple Watch, is expected to facilitate advanced functionalities, including multiple camera operations. Mass production of the chip is projected to begin by late 2026 or early 2027, enabling the smart glasses to launch within two years. These projections place Apple in a robust position against competitors like Meta, whose Ray-Ban smart glasses have already established a significant foothold in the market.

Meta's smart glasses boast features such as integrated AI, enabling users to interact with their surroundings seamlessly. The glasses allow for hands-free photo and video capture while offering easy access to the Meta AI assistant. Apple's upcoming smart glasses, however, are not expected to incorporate full augmented reality capabilities immediately. Instead, they will reportedly leverage cameras to assess environments and utilise AI for assistance—much like the current functionality seen in the Meta Ray-Bans.

The competitive landscape of smart glasses is undoubtedly heating up. Recent statistics show a remarkable surge in global shipments of smart glasses, with an increase of 210% year-on-year in 2024. This growth illustrates a mounting consumer interest in such wearable technology, driven in part by the success of Meta's offerings. As the market expands, Apple's entry is expected to further entice consumers who have been waiting for a distinct approach from the company renowned for its innovation.

Moreover, Apple's strategy appears to encompass more than just competing with Meta. Reports suggest that the company is surveying its employees to gain insights into market offerings, particularly focusing on devices akin to the Ray-Ban glasses. This internal research is an essential part of Apple's product development process, helping the company gauge consumer preferences in a relatively nascent market. Through this initiative, Apple aims to craft a product that not only appeals to users but also expands its wearable technology portfolio.

Beyond the upcoming smart glasses, Apple's aspirations in the AI and wearable tech realm signal a shift in the company’s strategic direction. Currently, Apple is developing advanced in-house silicon for various devices, including AI servers and upcoming MacBooks. The planned synergy between the smart glasses and Apple’s existing devices, such as iPhones and iPads, is expected to enhance user experience through seamless integration and enhanced functionalities, much like the existing ecosystem for Apple Watch and AirPods users.

As Apple prepares for its World Wide Developers Conference in June 2025, anticipation grows not only for updates on current products but potentially for significant announcements regarding its smart glasses and their integration with the Apple Intelligence platform. The company’s leadership, under Tim Cook, appears determined to establish Apple as a formidable competitor in the wearable technology landscape, particularly against Meta’s entrenched presence.

While the road ahead for Apple’s smart glasses remains long, the company’s comprehensive approach—from technological development to market research—positions it favourably for a successful entry. As development continues, the consumer electronics community will surely be watching closely for further news, updates, and any glimpses of what Apple's vision for smart glasses might ultimately entail.

## Reference Map:

* Paragraph 1 – [[1]](https://www.techradar.com/computing/virtual-reality-augmented-reality/apple-will-reportedly-take-on-ray-ban-meta-glasses-in-2027), [[2]](https://www.reuters.com/world/china/apple-is-developing-specialized-chips-smart-glasses-ai-servers-bloomberg-news-2025-05-08/)
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* Paragraph 7 – [[1]](https://www.techradar.com/computing/virtual-reality-augmented-reality/apple-will-reportedly-take-on-ray-ban-meta-glasses-in-2027), [[2]](https://www.reuters.com/world/china/apple-is-developing-specialized-chips-smart-glasses-ai-servers-bloomberg-news-2025-05-08/)

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2. <https://www.reuters.com/world/china/apple-is-developing-specialized-chips-smart-glasses-ai-servers-bloomberg-news-2025-05-08/> - Apple is actively developing specialized chips to power a range of new devices, including its first smart glasses, AI servers, and upcoming MacBooks. The chip for the smart glasses, inspired by the Apple Watch's low-energy components, aims to efficiently handle multiple cameras and may enter mass production by late 2026 or 2027. These glasses are estimated to debut within two years and will be manufactured by Taiwan's TSMC. The move is seen as a competitive push against Meta Platforms' Ray-Ban smart glasses. Additionally, Apple is working on new Mac chips, expected to be branded as M6 and M7, alongside processors for servers that support its Apple Intelligence AI platform. This platform enhances user experience with features such as email rewriting, notification summarizing, and ChatGPT integration. These developments reflect Apple's broader strategy to strengthen its position in the fast-growing AI and wearable tech markets through advanced in-house silicon technologies.
3. <https://www.macrumors.com/2024/11/04/apple-smart-glasses-employee-survey/> - Apple is surveying its employees about smart glasses as it continues to consider releasing its own version of Meta's Ray-Ban glasses. The company has launched an internal study of products that are on the market and is currently gathering feedback from Apple employees. In an email sent out to employees, Apple's Product Systems Quality team called for participants for "an upcoming user study with current market smart glasses." According to Gurman, it is common for Apple to use focus groups when deciding on entering a new market. Using employees for the focus groups allows Apple to keep its plans secret, something that wouldn't be possible with recruiting the public. While a product is several years away, Apple is mulling making smart glasses that are similar to the Meta Ray-Bans. Meta's glasses have a camera and integrated AI so that users can ask questions about what's around them. Apple could potentially design a simple set of glasses with a camera, Siri integration, and built-in speakers for listening to music, plus there could be included health capabilities. The glasses would essentially be an upgraded version of the AirPods with additional capabilities. Smart glasses that integrate just a camera, speakers, and AI would be easy for Apple to produce, and it could be a way to boost wearable profits while work continues on augmented reality glasses. Apple has not been able to make AR glasses due to high costs and technical limitations that the company has not yet been able to overcome. Gathering feedback from employees about Meta's glasses and other similar devices could provide Apple with valuable information on what features customers prefer.
4. <https://www.theverge.com/2024/4/23/24138228/ray-ban-meta-smart-glasses-wearables-ai-apple-music> - Meta's Ray-Ban Meta smart glasses are receiving significant updates, including video calling capabilities and integration with Apple Music. Users can now make video calls via WhatsApp and Messenger, with the feature rolling out gradually. Additionally, the glasses support Apple Music, allowing hands-free control to play songs, playlists, stations, or artists, and offering recommendations based on listening history. An early access program for Meta's multimodal AI, which provides context for photos taken with the glasses, is also being rolled out in the US and Canada. These enhancements aim to improve the functionality and user experience of the smart glasses.
5. <https://www.theverge.com/2024/9/17/24247236/meta-ray-ban-smart-glasses-essilorluxottica> - Meta and eyewear conglomerate EssilorLuxottica have extended their partnership to develop smart glasses beyond 2030. This long-term agreement builds upon their previous collaboration, which has produced two generations of Ray-Ban smart glasses. The partnership aims to continue creating fashionable smart glasses that integrate Meta's technology, reflecting a commitment to advancing wearable technology in the coming years.
6. <https://www.counterpointresearch.com/insight/post-insight-research-notes-blogs-rayban-meta-smart-glasses-drive-global-smart-glasses-market-surge-in-2024-fuelling-momentum-in-2025-with-projected-60-cagr-through-2029/> - Global smart glasses shipments surged 210% year-over-year in 2024, driven by strong demand for Ray-Ban Meta smart glasses, according to Counterpoint Research’s Global Smart Glasses Model Shipments Tracker. The market surpassed the 2-million-unit milestone for the first time, marking an unprecedented pace of growth. This surge indicates a growing consumer interest in wearable technology and suggests a promising outlook for the smart glasses market in the coming years.
7. <https://www.sahmcapital.com/news/content/metas-smart-glasses-dominate-ray-ban-stores-ai-features-still-missing-2024-10-22> - Meta's Ray-Ban Meta smart glasses have become popular in the US and EMEA regions, with sales surpassing those of previous models within months. Priced at $300, these glasses feature a 12-megapixel ultra-wide camera, open-ear speakers, and microphones, allowing users to capture photos, listen to music, and engage in conversations on the go. While basic smart features are available, advanced AI capabilities like live translation and Spotify controls are not yet available in Europe due to regulatory delays. Despite this, the glasses have outperformed traditional Ray-Ban models in these regions, driving significant sales for the company.