

Augmented & Virtual Reality Market Research Report by Technology (Augmented Reality and Virtual Reality), by Product (Hardware and Software), by Industry, by End User - Global Forecast to 2025 - Cumulative Impact of COVID-19

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Abstracts

Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global Augmented & Virtual Reality Market is expected to grow from USD 17,086.11 Million in 2020 to USD 37,295.38 Million by the end of 2025.
2. The Global Augmented & Virtual Reality Market is expected to grow from EUR 14,981.42 Million in 2020 to EUR 32,701.30 Million by the end of 2025.
3. The Global Augmented & Virtual Reality Market is expected to grow from GBP 13,318.52 Million in 2020 to GBP 29,071.52 Million by the end of 2025.
4. The Global Augmented & Virtual Reality Market is expected to grow from JPY 1,823,521.10 Million in 2020 to JPY 3,980,362.70 Million by the end of 2025.
5. The Global Augmented & Virtual Reality Market is expected to grow from AUD 24,811.30 Million in 2020 to AUD 54,157.86 Million by the end of 2025.

Market Segmentation & Coverage:

This research report categorizes the Augmented & Virtual Reality to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Technology, the Augmented & Virtual Reality Market studied across Augmented Reality and Virtual Reality. The Augmented Reality further studied across

Marker-Based Augmented Reality and Markerless Augmented Reality. The Virtual Reality further studied across Nonimmersive Technology and Semi-Immersion & Fully Immersive Technology.

Based on Product, the Augmented & Virtual Reality Market studied across Hardware and Software. The Hardware further studied across Cameras, Displays & Projectors, Position Trackers, Semiconductor Component, and Sensors. The Software further studied across 3D Modeling, AR Remote Collaboration, Documentation, Navigation, VR Content Creation, Visualization, and Workflow Optimization.

Based on Industry, the Augmented & Virtual Reality Market studied across Aerospace & Defense, Agriculture, Automotive, Construction, Education, Energy, Government & Public Safety, Healthcare & Life Sciences, IT & Telecom, Retail & Consumer, Transportation & Logistics, Travel & Tourism, and Media & Entertainment.

Based on End User, the Augmented & Virtual Reality Market studied across Commercial, Individual, and Industrial.

Based on Geography, the Augmented & Virtual Reality Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Augmented & Virtual Reality Market including Apple Inc., Atheer, Inc., Blippar, Capemint Technologies Pvt Ltd, CyberGlove Systems LLC, EON Reality, Facebook Technologies, LLC, Google Inc., Infinity Augmented Reality (Alibaba Group Holding Limited), Inglobe Technologies, Intel Corporation, Lenovo Group Limited, Magic Leap, Inc, Marxent Labs, MAXST Co., Ltd., Microsoft Corporation, Osterhout Design Group, PTC Inc., Qualcomm Incorporated, Samsung Electronics Co., Ltd, Seiko Epson Corporation, Sixsense Entertainment, Snap Inc., Sony Corporation, Tech Mahindra Limited, Technostacks Infotech Pvt.Ltd, Wikitude GmbH, and Wipro Limited.

Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so for and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in the Augmented & Virtual Reality Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global Augmented & Virtual Reality Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Augmented & Virtual Reality Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Augmented & Virtual Reality Market?
4. What is the competitive strategic window for opportunities in the Global Augmented & Virtual Reality Market?
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