

Mobile Augmented Reality Market Research Report by Implementation (Marker-Based Augmented Reality and Markerless Augmented Reality), by Device (Personal Digital Assistants (PDAs)/Handheld Game Consoles, Smart Glasses and Wearables, Smartphones, and Tablets), by Component, by Industry - 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 Mobile Augmented Reality Market is expected to grow from USD 7,957.42 Million in 2020 to USD 25,158.90 Million by the end of 2025.
2. The Global Mobile Augmented Reality Market is expected to grow from EUR 6,977.22 Million in 2020 to EUR 22,059.80 Million by the end of 2025.
3. The Global Mobile Augmented Reality Market is expected to grow from GBP 6,202.76 Million in 2020 to GBP 19,611.21 Million by the end of 2025.
4. The Global Mobile Augmented Reality Market is expected to grow from JPY 849,259.39 Million in 2020 to JPY 2,685,092.71 Million by the end of 2025.
5. The Global Mobile Augmented Reality Market is expected to grow from AUD 11,555.24 Million in 2020 to AUD 36,534.07 Million by the end of 2025.

Market Segmentation & Coverage:

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

Based on Implementation, the Mobile Augmented Reality Market studied across Marker-Based Augmented Reality and Markerless Augmented Reality. The Marker-Based Augmented Reality further studied across Active Marker and Passive Marker.

Based on Device, the Mobile Augmented Reality Market studied across Personal Digital Assistants (PDAs)/Handheld Game Consoles, Smart Glasses and Wearables, Smartphones, and Tablets.

Based on Component, the Mobile Augmented Reality Market studied across Hardware and Software. The Software further studied across 3D Camera, Display, Semiconductor Component, and Sensor.

Based on Industry, the Mobile Augmented Reality Market studied across Aerospace & Defense, Automotive & Transportation, Banking, Financial Services & Insurance, Building, Construction & Real Estate, Consumer Goods & Retail, Education, Energy & Utilities, Government & Public Sector, Healthcare & Life Sciences, Information Technology, Manufacturing, Media & Entertainment, Telecommunication, and Travel & Hospitality.

Based on Geography, the Mobile Augmented 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 Mobile Augmented Reality Market including 8Ninths Inc., Appentus Technologies, Apple Inc., Atheer Inc., Bidon Games Studio, Blippar, Craftars, EON Reality, Google, Inc., Groove Jones, HQsoftware, Inglobe Technologies, Magic Leap, Inc., Marxent Labs, LLC, Maxst, Next/Now, Niantic, Inc., PTC Inc., Samsung Electronics Co., Ltd., Scanta, Scope AR, Talepspin, Upskill, Vironit, Wikitude GmbH, and Zappar.

Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far 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 Mobile Augmented 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 Mobile Augmented Reality Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Mobile Augmented Reality Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Mobile Augmented Reality Market?
4. What is the competitive strategic window for opportunities in the Global Mobile Augmented Reality Market?
5. What are the technology trends and regulatory frameworks in the Global Mobile Augmented Reality Market?
6. What are the modes and strategic moves considered suitable for entering the Global Mobile Augmented Reality Market?

Contents

1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Limitations
- 1.7. Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Process
 - 2.1.1. Define: Research Objective
 - 2.1.2. Determine: Research Design
 - 2.1.3. Prepare: Research Instrument
 - 2.1.4. Collect: Data Source
 - 2.1.5. Analyze: Data Interpretation
 - 2.1.6. Formulate: Data Verification
 - 2.1.7. Publish: Research Report
 - 2.1.8. Repeat: Report Update
- 2.2. Research Execution
 - 2.2.1. Initiation: Research Process
 - 2.2.2. Planning: Develop Research Plan
 - 2.2.3. Execution: Conduct Research
 - 2.2.4. Verification: Finding & Analysis
 - 2.2.5. Publication: Research Report
- 2.3. Research Outcome

3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Market Outlook
- 3.3. Industry Outlook
- 3.4. Component Outlook
- 3.5. Implementation Outlook
- 3.6. Device Outlook

3.7. Geography Outlook

3.8. Competitor Outlook

4. MARKET OVERVIEW

4.1. Introduction

4.2. Cumulative Impact of COVID-19

5. MARKET INSIGHTS

5.1. Market Dynamics

5.1.1. Drivers

5.1.1.1. Gradual decline in prices of hardware components

5.1.1.2. Increasing interest and attractive investment of tech giants in augmented reality

5.1.1.3. Increasing demand for Smart devices

5.1.1.4. Augmented demand for AR Apps in the E-Commerce Sector

5.1.2. Restraints

5.1.2.1. AR Dependent on advancements in computing and digital networks

5.1.2.2. Limited user interface capabilities affecting the navigation performance of augmented reality applications

5.1.3. Opportunities

5.1.3.1. Adoption of 3D cameras for 3D models of real objects

5.1.3.2. Next generation of devices driving AR adoption

5.1.4. Challenges

5.1.4.1. Privacy issues

5.1.4.2. Design complexities

5.2. Porters Five Forces Analysis

5.2.1. Threat of New Entrants

5.2.2. Threat of Substitutes

5.2.3. Bargaining Power of Customers

5.2.4. Bargaining Power of Suppliers

5.2.5. Industry Rivalry

6. GLOBAL MOBILE AUGMENTED REALITY MARKET, BY IMPLEMENTATION

6.1. Introduction

6.2. Marker-Based Augmented Reality

6.2.1. Active Marker

6.2.2. Passive Marker

6.3. Markerless Augmented Reality

7. GLOBAL MOBILE AUGMENTED REALITY MARKET, BY DEVICE

7.1. Introduction

7.2. Personal Digital Assistants (PDAs)/Handheld Game Consoles

7.3. Smart Glasses and Wearables

7.4. Smartphones

7.5. Tablets

8. GLOBAL MOBILE AUGMENTED REALITY MARKET, BY COMPONENT

8.1. Introduction

8.2. Hardware

8.3. Software

8.3.1. 3D Camera

8.3.2. Display

8.3.3. Semiconductor Component

8.3.3.1. Controller/Processor

8.3.3.2. Integrated Circuit

8.3.4. Sensor

8.3.4.1. Accelerometer

8.3.4.2. Global Positioning System

8.3.4.3. Gyroscope

8.3.4.4. Magnetometer

8.3.4.5. Proximity Sensor

9. GLOBAL MOBILE AUGMENTED REALITY MARKET, BY INDUSTRY

9.1. Introduction

9.2. Aerospace & Defense

9.3. Automotive & Transportation

9.4. Banking, Financial Services & Insurance

9.5. Building, Construction & Real Estate

9.6. Consumer Goods & Retail

9.7. Education

9.8. Energy & Utilities

9.9. Government & Public Sector

- 9.10. Healthcare & Life Sciences
- 9.11. Information Technology
- 9.12. Manufacturing
- 9.13. Media & Entertainment
- 9.14. Telecommunication
- 9.15. Travel & Hospitality

10. AMERICAS MOBILE AUGMENTED REALITY MARKET

- 10.1. Introduction
- 10.2. Argentina
- 10.3. Brazil
- 10.4. Canada
- 10.5. Mexico
- 10.6. United States

11. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET

- 11.1. Introduction
- 11.2. Australia
- 11.3. China
- 11.4. India
- 11.5. Indonesia
- 11.6. Japan
- 11.7. Malaysia
- 11.8. Philippines
- 11.9. South Korea
- 11.10. Thailand

12. EUROPE, MIDDLE EAST & AFRICA MOBILE AUGMENTED REALITY MARKET

- 12.1. Introduction
- 12.2. France
- 12.3. Germany
- 12.4. Italy
- 12.5. Netherlands
- 12.6. Qatar
- 12.7. Russia
- 12.8. Saudi Arabia

- 12.9. South Africa
- 12.10. Spain
- 12.11. United Arab Emirates
- 12.12. United Kingdom

13. COMPETITIVE LANDSCAPE

- 13.1. FPNV Positioning Matrix
 - 13.1.1. Quadrants
 - 13.1.2. Business Strategy
 - 13.1.3. Product Satisfaction
- 13.2. Market Ranking Analysis
- 13.3. Market Share Analysis
- 13.4. Competitor SWOT Analysis
- 13.5. Competitive Scenario
 - 13.5.1. Merger & Acquisition
 - 13.5.2. Agreement, Collaboration, & Partnership
 - 13.5.3. New Product Launch & Enhancement
 - 13.5.4. Investment & Funding
 - 13.5.5. Award, Recognition, & Expansion

14. COMPANY USABILITY PROFILES

- 14.1. 8Ninths Inc.
- 14.2. Appentus Technologies
- 14.3. Apple Inc.
- 14.4. Atheer Inc.
- 14.5. Bidon Games Studio
- 14.6. Blippar
- 14.7. Craftars
- 14.8. EON Reality
- 14.9. Google, Inc.
- 14.10. Groove Jones
- 14.11. HQsoftware
- 14.12. Inglobe Technologies
- 14.13. Magic Leap, Inc.
- 14.14. Marxent Labs, LLC
- 14.15. Maxst
- 14.16. Next/Now

- 14.17. Niantic, Inc.
- 14.18. PTC Inc.
- 14.19. Samsung Electronics Co., Ltd.
- 14.20. Scanta
- 14.21. Scope AR
- 14.22. Talepspin
- 14.23. Upskill
- 14.24. Vironit
- 14.25. Wikitude GmbH
- 14.26. Zappar

15. APPENDIX

- 15.1. Discussion Guide
- 15.2. License & Pricing

List Of Tables

LIST OF TABLES

TABLE 1. CURRENCY CONVERSION RATES

TABLE 2. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 3. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 4. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 5. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MARKER-
BASED AUGMENTED REALITY, BY GEOGRAPHY, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 6. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY ACTIVE
MARKER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 7. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY PASSIVE
MARKER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 8. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
MARKERLESS AUGMENTED REALITY, BY GEOGRAPHY, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 9. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 10. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY PERSONAL
DIGITAL ASSISTANTS (PDAS)/HANDHELD GAME CONSOLES, BY GEOGRAPHY,
2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 11. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SMART
GLASSES AND WEARABLES, BY GEOGRAPHY, 2018-2025
(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 12. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
SMARTPHONES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 13. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY TABLETS,
BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 14. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 15. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
HARDWARE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 16. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY
SOFTWARE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

- TABLE 17. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY 3D CAMERA, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 18. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DISPLAY, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 19. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SEMICONDUCTOR COMPONENT, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 20. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY CONTROLLER/PROCESSOR, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 21. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INTEGRATED CIRCUIT, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 22. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SENSOR, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 23. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY ACCELEROMETER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 24. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GLOBAL POSITIONING SYSTEM, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 25. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GYROSCOPE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 26. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MAGNETOMETER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 27. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY PROXIMITY SENSOR, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 28. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 29. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 30. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY AUTOMOTIVE & TRANSPORTATION, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 31. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 32. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY BUILDING, CONSTRUCTION & REAL ESTATE, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 33. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 34. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 35. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 36. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GOVERNMENT & PUBLIC SECTOR, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 37. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 38. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 39. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 40. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 41. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 42. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 43. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 44. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 45. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 46. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 47. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE,

2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 48. ARGENTINA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 49. ARGENTINA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 50. ARGENTINA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 51. ARGENTINA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 52. BRAZIL MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 53. BRAZIL MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 54. BRAZIL MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 55. BRAZIL MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 56. CANADA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 57. CANADA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 58. CANADA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 59. CANADA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 60. MEXICO MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 61. MEXICO MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 62. MEXICO MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 63. MEXICO MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 64. UNITED STATES MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 65. UNITED STATES MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 66. UNITED STATES MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 67. UNITED STATES MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 68. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 69. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 70. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 71. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 72. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 73. AUSTRALIA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 74. AUSTRALIA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 75. AUSTRALIA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 76. AUSTRALIA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 77. CHINA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 78. CHINA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 79. CHINA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 80. CHINA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 81. INDIA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 82. INDIA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 83. INDIA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 84. INDIA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 85. INDONESIA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 86. INDONESIA MOBILE AUGMENTED REALITY MARKET SIZE, BY

COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 87. INDONESIA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 88. INDONESIA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 89. JAPAN MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 90. JAPAN MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 91. JAPAN MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 92. JAPAN MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 93. MALAYSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 94. MALAYSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 95. MALAYSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 96. MALAYSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 97. PHILIPPINES MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 98. PHILIPPINES MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 99. PHILIPPINES MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 100. PHILIPPINES MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 101. SOUTH KOREA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 102. SOUTH KOREA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 103. SOUTH KOREA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 104. SOUTH KOREA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 105. THAILAND MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

- TABLE 106. THAILAND MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 107. THAILAND MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 108. THAILAND MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 109. EUROPE, MIDDLE EAST & AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 110. EUROPE, MIDDLE EAST & AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 111. EUROPE, MIDDLE EAST & AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 112. EUROPE, MIDDLE EAST & AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 113. EUROPE, MIDDLE EAST & AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 114. FRANCE MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 115. FRANCE MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 116. FRANCE MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 117. FRANCE MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 118. GERMANY MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 119. GERMANY MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 120. GERMANY MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 121. GERMANY MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 122. ITALY MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 123. ITALY MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)
- TABLE 124. ITALY MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 125. ITALY MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 126. NETHERLANDS MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 127. NETHERLANDS MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 128. NETHERLANDS MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 129. NETHERLANDS MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 130. QATAR MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 131. QATAR MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 132. QATAR MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 133. QATAR MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 134. RUSSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 135. RUSSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 136. RUSSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 137. RUSSIA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 138. SAUDI ARABIA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 139. SAUDI ARABIA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 140. SAUDI ARABIA MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 141. SAUDI ARABIA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 142. SOUTH AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 143. SOUTH AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 144. SOUTH AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY

IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 145. SOUTH AFRICA MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 146. SPAIN MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 147. SPAIN MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 148. SPAIN MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 149. SPAIN MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 150. UNITED ARAB EMIRATES MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 151. UNITED ARAB EMIRATES MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 152. UNITED ARAB EMIRATES MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 153. UNITED ARAB EMIRATES MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 154. UNITED KINGDOM MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 155. UNITED KINGDOM MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 156. UNITED KINGDOM MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 157. UNITED KINGDOM MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 158. GLOBAL MOBILE AUGMENTED REALITY MARKET: SCORES

TABLE 159. GLOBAL MOBILE AUGMENTED REALITY MARKET: BUSINESS STRATEGY

TABLE 160. GLOBAL MOBILE AUGMENTED REALITY MARKET: PRODUCT SATISFACTION

TABLE 161. GLOBAL MOBILE AUGMENTED REALITY MARKET: RANKING

TABLE 162. GLOBAL MOBILE AUGMENTED REALITY MARKET: MERGER & ACQUISITION

TABLE 163. GLOBAL MOBILE AUGMENTED REALITY MARKET: AGREEMENT, COLLABORATION, & PARTNERSHIP

TABLE 164. GLOBAL MOBILE AUGMENTED REALITY MARKET: NEW PRODUCT LAUNCH & ENHANCEMENT

TABLE 165. GLOBAL MOBILE AUGMENTED REALITY MARKET: INVESTMENT & FUNDING

TABLE 166. GLOBAL MOBILE AUGMENTED REALITY MARKET: AWARD, RECOGNITION, & EXPANSION

TABLE 167. GLOBAL MOBILE AUGMENTED REALITY MARKET: LICENSE & PRICING

List Of Figures

LIST OF FIGURES

FIGURE 1. GLOBAL MOBILE AUGMENTED REALITY MARKET: RESEARCH PROCESS

FIGURE 2. GLOBAL MOBILE AUGMENTED REALITY MARKET: RESEARCH EXECUTION

FIGURE 3. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, 2020 VS 2025 (USD MILLION)

FIGURE 4. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2020 (USD MILLION)

FIGURE 5. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2020 (USD MILLION)

FIGURE 6. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2020 (USD MILLION)

FIGURE 7. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2020 (USD MILLION)

FIGURE 8. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 (USD MILLION)

FIGURE 9. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, 2018-2025 (USD MILLION)

FIGURE 10. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 11. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 12. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 13. GLOBAL MOBILE AUGMENTED REALITY MARKET: MARKET DYNAMICS

FIGURE 14. GLOBAL MOBILE AUGMENTED REALITY MARKET: PORTERS FIVE FORCES ANALYSIS

FIGURE 15. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2020 VS 2025 (%)

FIGURE 16. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2020 VS 2025 (USD MILLION)

FIGURE 17. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY IMPLEMENTATION, 2025

FIGURE 18. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MARKER-

BASED AUGMENTED REALITY, 2020 VS 2025 (USD MILLION)

FIGURE 19. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY ACTIVE MARKER, 2020 VS 2025 (USD MILLION)

FIGURE 20. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY PASSIVE MARKER, 2020 VS 2025 (USD MILLION)

FIGURE 21. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MARKERLESS AUGMENTED REALITY, 2020 VS 2025 (USD MILLION)

FIGURE 22. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2020 VS 2025 (%)

FIGURE 23. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2020 VS 2025 (USD MILLION)

FIGURE 24. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DEVICE, 2025

FIGURE 25. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY PERSONAL DIGITAL ASSISTANTS (PDAS)/HANDHELD GAME CONSOLES, 2020 VS 2025 (USD MILLION)

FIGURE 26. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SMART GLASSES AND WEARABLES, 2020 VS 2025 (USD MILLION)

FIGURE 27. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SMARTPHONES, 2020 VS 2025 (USD MILLION)

FIGURE 28. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY TABLETS, 2020 VS 2025 (USD MILLION)

FIGURE 29. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2020 VS 2025 (%)

FIGURE 30. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2020 VS 2025 (USD MILLION)

FIGURE 31. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY COMPONENT, 2025

FIGURE 32. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY HARDWARE, 2020 VS 2025 (USD MILLION)

FIGURE 33. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SOFTWARE, 2020 VS 2025 (USD MILLION)

FIGURE 34. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY 3D CAMERA, 2020 VS 2025 (USD MILLION)

FIGURE 35. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY DISPLAY, 2020 VS 2025 (USD MILLION)

FIGURE 36. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SEMICONDUCTOR COMPONENT, 2020 VS 2025 (USD MILLION)

FIGURE 37. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY

CONTROLLER/PROCESSOR, 2020 VS 2025 (USD MILLION)

FIGURE 38. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INTEGRATED CIRCUIT, 2020 VS 2025 (USD MILLION)

FIGURE 39. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY SENSOR, 2020 VS 2025 (USD MILLION)

FIGURE 40. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY ACCELEROMETER, 2020 VS 2025 (USD MILLION)

FIGURE 41. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GLOBAL POSITIONING SYSTEM, 2020 VS 2025 (USD MILLION)

FIGURE 42. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GYROSCOPE, 2020 VS 2025 (USD MILLION)

FIGURE 43. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MAGNETOMETER, 2020 VS 2025 (USD MILLION)

FIGURE 44. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY PROXIMITY SENSOR, 2020 VS 2025 (USD MILLION)

FIGURE 45. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2020 VS 2025 (%)

FIGURE 46. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2020 VS 2025 (USD MILLION)

FIGURE 47. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INDUSTRY, 2025

FIGURE 48. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY AEROSPACE & DEFENSE, 2020 VS 2025 (USD MILLION)

FIGURE 49. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY AUTOMOTIVE & TRANSPORTATION, 2020 VS 2025 (USD MILLION)

FIGURE 50. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, 2020 VS 2025 (USD MILLION)

FIGURE 51. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY BUILDING, CONSTRUCTION & REAL ESTATE, 2020 VS 2025 (USD MILLION)

FIGURE 52. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY CONSUMER GOODS & RETAIL, 2020 VS 2025 (USD MILLION)

FIGURE 53. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY EDUCATION, 2020 VS 2025 (USD MILLION)

FIGURE 54. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY ENERGY & UTILITIES, 2020 VS 2025 (USD MILLION)

FIGURE 55. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY GOVERNMENT & PUBLIC SECTOR, 2020 VS 2025 (USD MILLION)

FIGURE 56. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, 2020 VS 2025 (USD MILLION)

FIGURE 57. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY INFORMATION TECHNOLOGY, 2020 VS 2025 (USD MILLION)

FIGURE 58. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MANUFACTURING, 2020 VS 2025 (USD MILLION)

FIGURE 59. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY MEDIA & ENTERTAINMENT, 2020 VS 2025 (USD MILLION)

FIGURE 60. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY TELECOMMUNICATION, 2020 VS 2025 (USD MILLION)

FIGURE 61. GLOBAL MOBILE AUGMENTED REALITY MARKET SIZE, BY TRAVEL & HOSPITALITY, 2020 VS 2025 (USD MILLION)

FIGURE 62. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 63. AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 64. COMPETITIVE STRATEGIC WINDOW FOR AMERICAS MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 65. ARGENTINA MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 66. BRAZIL MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 67. CANADA MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 68. MEXICO MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 69. UNITED STATES MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 70. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 71. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 72. COMPETITIVE STRATEGIC WINDOW FOR ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET SIZE,

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