

AR/VR Smart Glasses Market by Type (Optical See Through and Video See Through) and End Use (Gaming Industry, Healthcare, Education, Military & Defense, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The global AR/VR smart glasses market was valued at \$8.31 billion in 2019, and is projected to reach \$33.16 billion by 2027, registering a CAGR of 16.6% from 2020 to 2027. Virtual reality (VR) technology enables the users and provides a virtual environment by using computer hardware and software. It provides a fully immersive environment in which the user can interact with objects similar to those in the real world. VR technology works on components such as gesture recognition systems, sensors, and embedded electronics.

AR/VR glasses are the most common gear that introduces us to the AR and VR world. Increasing trends of e-commerce and mobile application technology are the major factors that may bring evolution in the AR/VR smart glasses market. The inability of the user interface (UI) of AR glass to properly interact with humans is one of the limiting factors for the growth of the AR/VR smart glasses market.

The scope of the report discusses potential opportunities for key players to enter the AR/VR smart glasses market. Furthermore, it provides an in-depth analysis of the market, outlining current trends, key driving factors, and key areas of investment. The report includes Porter's five forces analysis to understand the competitive scenario of the industry and role of each stakeholder in the value chain. Moreover, it features strategies adopted by key market players to maintain their foothold in the market.

The AR/VR smart glasses market is segmented based on type, end use, and region. By

type, the market is bifurcated into optical see through and video see through. By end use, it is analyzed across gaming industry, healthcare, education, military & defense and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA along with their prominent countries.

The key players profiled in the AR/VR smart glasses market include Avegant, Epson, Every sight Ltd, Kopin Corporation, Lumus Ltd, Optinvent, RealWear, Ricoh Company Ltd., Royale Corporation, and Vuzix.

These key players have adopted strategies, such as product portfolio expansion, mergers & acquisitions, agreements, regional expansion, and collaboration, to enhance their market penetration.

KEY BENEFITS FOR STAKEHOLDERS

This study includes the analytical depiction of the AR/VR smart glasses market forecast along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information regarding the key drivers, restraints, and opportunities in the AR/VR smart glasses market analysis.

The AR/VR smart glasses market trends are quantitatively analyzed from 2019 to 2027 to highlight the financial competency of the industry.

Porter's five forces analysis illustrates the potency of the buyers and suppliers in the industry.

KEY MARKET SEGMENTS

By Type

Optical See Through

Video See Through

By End Use

Gaming Industry

Healthcare

Education

Military & Defense

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Primary research
 - 1.4.2.Secondary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
 - 2.1.1.Top impacting factors
 - 2.1.2.Top investment pockets
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Porter's five forces analysis
- 3.3.Patent analysis
 - 3.3.1.By region (2017-2019)
 - 3.3.2.By applicant
- 3.4.Market dynamics
 - 3.4.1.Drivers
 - 3.4.1.1.Increasing trends and technology in AR/VR smart glasses.
 - 3.4.1.2.Rising demand for AR/VR technology in gaming industry
 - 3.4.2.Restraints
 - 3.4.2.1.Lack of investments in research and development of AR/VR
 - 3.4.3.Opportunity
 - 3.4.3.1.Emerging trends towards 5G technology
 - 3.4.3.2.Increasing use of AR devices and its application in healthcare
 - 3.4.3.3.Increasing transition towards digitization
- 3.5.COVID Impact
 - 3.5.1.Impact on market size
 - 3.5.2.End user trends, preferences, and budget impact

- 3.5.3.End user trends, preferences, and budget impact
- 3.5.4.Parent industry impact
- 3.5.5.Key player strategies to tackle negative impact
 - 3.5.5.1.Limiting cuts to R&D expense:
 - 3.5.5.2.Focusing on next-generation products
 - 3.5.5.3.Shifting toward agile supply chain model
- 3.5.6.Opportunity window

CHAPTER 4:AR/VR SMART GLASSES MARKET, BY TYPE

- 4.1.Overview
- 4.2.Optical See Through
 - 4.2.1.Key market trends, growth factors, and opportunities
 - 4.2.2.Market size and forecast, by region
 - 4.2.3.Market analysis, by country
- 4.3.Video See Through
 - 4.3.1.Key market trends, growth factors, and opportunities
 - 4.3.2.Market size and forecast, by region
 - 4.3.3.Market analysis, by country

CHAPTER 5:AR/VR SMART GLASSES MARKET, BY END USE

- 5.1.Overview
- 5.2.Gaming Industry
 - 5.2.1.Key market trends, growth factors, and opportunities
 - 5.2.2.Market size and forecast, by region
 - 5.2.3.Market analysis, by country
- 5.3.Healthcare
 - 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.2.Market size and forecast, by region
 - 5.3.3.Market analysis, by country
- 5.4.Educational
 - 5.4.1.Key market trends, growth factors, and opportunities
 - 5.4.2.Market size and forecast, by region
 - 5.4.3.Market analysis, by country
- 5.5.Military & Defense
 - 5.5.1.Key market trends, growth factors, and opportunities
 - 5.5.2.Market size and forecast, by region
 - 5.5.3.Market analysis, by country

5.6.Others

5.6.1.Key market trends, growth factors, and opportunities

5.6.2.Market size and forecast, by region

5.6.3.Market analysis, by country

CHAPTER 6:AR/VR SMART GLASSES MARKET, BY REGION

6.1.Overview

6.2.North America

6.2.1.Key market trends, growth factors, and opportunities

6.2.2.Market size and forecast, by service type

6.2.3.Market size and forecast, by end use

6.2.4.Market analysis, by country

6.2.4.1.U.S.

6.2.4.1.1.Market size and forecast, by type

6.2.4.1.2.Market size and forecast, by end use

6.2.4.2.Canada

6.2.4.2.1.Market size and forecast, by type

6.2.4.2.2.Market size and forecast, by end use

6.2.4.3.Mexico

6.2.4.3.1.Market size and forecast, by type

6.2.4.3.2.Market size and forecast, by end use

6.3.Europe

6.3.1.Key market trends, growth factors, and opportunities

6.3.2.Market size and forecast, by type

6.3.3.Market size and forecast, by end use

6.3.4.Market analysis, by country

6.3.4.1.UK

6.3.4.1.1.Market size and forecast, by type

6.3.4.1.2.Market size and forecast, by end use

6.3.4.2.Germany

6.3.4.2.1.Market size and forecast, by type

6.3.4.2.2.Market size and forecast, by end use

6.3.4.3.France

6.3.4.3.1.Market size and forecast, by type

6.3.4.3.2.Market size and forecast, by end use

6.3.4.4.Russia

6.3.4.4.1.Market size and forecast, by type

6.3.4.4.2.Market size and forecast, by end use

6.3.4.5.Rest of Europe

6.3.4.5.1.Market size and forecast, by type

6.3.4.5.2.Market size and forecast, by end use

6.4.Asia-Pacific

6.4.1.Key market trends, growth factors, and opportunities

6.4.2.Market size and forecast, by type

6.4.3.Market size and forecast, by end use

6.4.4.Market analysis, by country

6.4.4.1.China

6.4.4.1.1.Market size and forecast, by type

6.4.4.1.2.Market size and forecast, by end use

6.4.4.2.Japan

6.4.4.2.1.Market size and forecast, by type

6.4.4.2.2.Market size and forecast, by end use

6.4.4.3.India

6.4.4.3.1.Market size and forecast, by type

6.4.4.3.2.Market size and forecast, by end use

6.4.4.4.Australia

6.4.4.4.1.Market size and forecast, by type

6.4.4.4.2.Market size and forecast, by end use

6.4.4.5.Rest of Asia-Pacific

6.4.4.5.1.Market size and forecast, by type

6.4.4.5.2.Market size and forecast, by end use

6.5.LAMEA

6.5.1.Key market trends, growth factors, and opportunities

6.5.2.Market size and forecast, by type

6.5.3.Market size and forecast, by end use

6.5.4.Market analysis, by country

6.5.4.1.Latin America

6.5.4.1.1.Market size and forecast, by type

6.5.4.1.2.Market size and forecast, by end use

6.5.4.2.Middle East

6.5.4.2.1.Market size and forecast, by type

6.5.4.2.2.Market size and forecast, by end use

6.5.4.3.Africa

6.5.4.3.1.Market size and forecast, by type

6.5.4.3.2.Market size and forecast, by end use

CHAPTER 7:COMPETITIVE LANDSCAPE

7.1.INTRODUCTION

7.1.1.MARKET PLAYER POSITIONING, 2019

7.2.TOP WINNING STRATEGIES

7.2.1.Top winning strategies, by year

7.2.2.Top winning strategies, by development

7.2.3.Top winning strategies, by company

7.3.PRODUCT MAPPING OF TOP 10 PLAYER

7.4.COMPETITIVE DASHBOARD

7.5.COMPETITIVE HEATMAP

CHAPTER 8:COMPANY PROFILES

8.1.AVEGANT

8.1.1.Company overview

8.1.2.Key Executives

8.1.3.Company snapshot

8.1.4.Operating business segments

8.1.5.Product portfolio

8.1.6.Key strategic moves and developments

8.2.Epson

8.2.1.Company overview

8.2.2.Key Executives

8.2.3.Company snapshot

8.2.4.Operating business segments

8.2.5.Product portfolio

8.2.6.R&D Expenditure

8.2.7.Business performance

8.2.8.Key strategic moves and developments

8.3.Everysight Ltd.

8.3.1.Company overview

8.3.2.Key Executives

8.3.3.Company snapshot

8.3.4.Operating business segments

8.3.5.Product portfolio

8.3.6.Key strategic moves and developments

8.4.Kopin Corporation

8.4.1.Company overview

8.4.2.Key Executives

- 8.4.3. Company snapshot
- 8.4.4. Operating business segments
- 8.4.5. Product portfolio
- 8.4.6. R&D Expenditure
- 8.4.7. Business performance
- 8.4.8. Key strategic moves and developments
- 8.5. Lumus Ltd.
 - 8.5.1. Company overview
 - 8.5.2. Key Executives
 - 8.5.3. Company snapshot
 - 8.5.4. Operating business segments
 - 8.5.5. Product portfolio
 - 8.5.6. Key strategic moves and developments
- 8.6. Optinvent
 - 8.6.1. Company overview
 - 8.6.2. Key Executives
 - 8.6.3. Company snapshot
 - 8.6.4. Operating business segments
 - 8.6.5. Product portfolio
 - 8.6.6. Key strategic moves and developments
- 8.7. RealWear, Inc.
 - 8.7.1. Company overview
 - 8.7.2. Key Executives
 - 8.7.3. Company snapshot
 - 8.7.4. Operating business segments
 - 8.7.5. Product portfolio
 - 8.7.6. Key strategic moves and developments
- 8.8. Ricoh Company Ltd.
 - 8.8.1. Company overview
 - 8.8.2. Key Executives
 - 8.8.3. Company snapshot
 - 8.8.4. Operating business segments
 - 8.8.5. Product portfolio
 - 8.8.6. R&D Expenditure
 - 8.8.7. Business performance
 - 8.8.8. Key strategic moves and developments
- 8.9. Royole Corporation
 - 8.9.1. Company overview
 - 8.9.1. Key Executives

8.9.2.Company snapshot

8.9.3.Operating business segments

8.9.4.Product portfolio

8.9.5.Key strategic moves and developments

8.10.Vuzix

8.10.1.Company overview

8.10.2.Key Executives

8.10.3.Company snapshot

8.10.4.Operating business segments

8.10.5.Product portfolio

8.10.6.R&D Expenditure

8.10.7.Business performance

8.10.8.Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 01.AR/VR SMART GLASSES MARKET SHARE FOR OPTICAL SEE THROUGH, BY REGION, 2019-2027 (\$MILLION)

TABLE 02.AR/VR SMART GLASSES MARKET SHARE, FOR VIDEO SEE THROUGH, BY REGION 2019-2027 (\$MILLION)

TABLE 03.AR/VR SMART GLASSES MARKET FOR GAMING INDUSTRY, BY REGION 2019-2027 (\$MILLION)

TABLE 04.GLOBAL AR/VR SMART GLASSES MARKET FOR HEALTHCARE, BY REGION 2019-2027 (\$MILLION)

TABLE 05.GLOBAL AR/VR SMART GLASSES MARKET FOR EDUCATIONAL, BY REGION 2019-2027 (\$MILLION)

TABLE 06.AR/VR SMART GLASSES MARKET FOR MILITARY & DEFENSE, BY REGION 2019-2027 (\$MILLION)

TABLE 07.AR/VR SMART GLASSES MARKET FOR OTHERS, BY REGION 2019-2027 (\$MILLION)

TABLE 08.AR/VR SMART GLASSES MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 09.NORTH AMERICA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 10.NORTH AMERICA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 11.AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 12.U.S. AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 13.CANADA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 14.CANADA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 15.MEXICO AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 16.MEXICO AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 17.EUROPE AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 18.EUROPE AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 19.UK GLOBAL AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 20.UK AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 21.GERMANY AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 22.GERMANY AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 23.FRANCE AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 24.FRANCE AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 25.RUSSIA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 26.RUSSIA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 27.REST OF EUROPE AR/VR SMART GLASSES MARKET, BY TYPE,
2019–2027 (\$MILLION)

TABLE 28.REST OF EUROPE AR/VR SMART GLASSES MARKET, BY END USE,
2019–2027 (\$MILLION)

TABLE 29.ASIA PACIFIC AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 30.ASIA PACIFIC AR/VR SMART GLASSES MARKET, BY END USE,
2019–2027 (\$MILLION)

TABLE 31.CHINA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 32.CHINA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 33.JAPAN AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 34.JAPAN AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 35.INDIA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 36.INDIA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027
(\$MILLION)

TABLE 37.AUSTRALIA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027
(\$MILLION)

TABLE 38.AUSTRILA AR/VR SMART GLASSES MARKET, BY END USE,

2019–2027 (\$MILLION)

TABLE 39.REST OF ASIA-PACIFIC AAR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 40.REST OF ASIA-PACIFIC AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 41.LAMEA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 42.LAMEA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 43.LATIN AMERICA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 44.LATIN AMERICA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 45.MIDDLE EAST AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 46.MIDDLE EAST AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 47.AFRICA AR/VR SMART GLASSES MARKET, BY TYPE, 2019–2027 (\$MILLION)

TABLE 48.AFRICA AR/VR SMART GLASSES MARKET, BY END USE, 2019–2027 (\$MILLION)

TABLE 49.AVEGANT:KEY EXECUTIVES

TABLE 50.AVEGANT: COMPANY SNAPSHOT

TABLE 51.AVEGANT: OPERATING SEGMENTS

TABLE 52.AVEGANT: PRODUCT PORTFOLIO

TABLE 53.AVEGANT: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 54.EPSON:KEY EXECUTIVES

TABLE 55.EPSON: COMPANY SNAPSHOT

TABLE 56.EPSON: OPERATING SEGMENTS

TABLE 57.EPSON: PRODUCT PORTFOLIO

TABLE 58.EPSON: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 59.EVERYSIGHT LTD.:KEY EXECUTIVES

TABLE 60.EVERYSIGHT LTD.: COMPANY SNAPSHOT

TABLE 61.EVERYSIGHT LTD.: OPERATING SEGMENTS

TABLE 62.EVERYSIGHT LTD.: PRODUCT PORTFOLIO

TABLE 63.EVERYSIGHT LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 64.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED):KEY EXECUTIVES

TABLE 65.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): COMPANY

SNAPSHOT

TABLE 66.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): OPERATING SEGMENTS

TABLE 67.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): PRODUCT PORTFOLIO

TABLE 68.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 69.LUMUS LTD.:KEY EXECUTIVES

TABLE 70.LUMUS LTD.: COMPANY SNAPSHOT

TABLE 71.LUMUS LTD.: OPERATING SEGMENTS

TABLE 72.LUMUS LTD.: PRODUCT PORTFOLIO

TABLE 73.LUMUS LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 74.OPTINVENT:KEY EXECUTIVES

TABLE 75.OPTINVENT: COMPANY SNAPSHOT

TABLE 76.OPTINVENT: OPERATING SEGMENTS

TABLE 77.OPTINVENT: PRODUCT PORTFOLIO

TABLE 78.OPTINVENT: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 79.REALWEAR, INC.:KEY EXECUTIVES

TABLE 80.REALWEAR, INC.: COMPANY SNAPSHOT

TABLE 81.REALWEAR, INC.: OPERATING SEGMENTS

TABLE 82.REALWEAR, INC.: PRODUCT PORTFOLIO

TABLE 83.REALWEAR, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 84.RICOH COMPANY LTD.:KEY EXECUTIVES

TABLE 85.RICOH COMPANY LTD.: COMPANY SNAPSHOT

TABLE 86.RICOH COMPANY LTD.: OPERATING SEGMENTS

TABLE 87.RICOH COMPANY LTD.: PRODUCT PORTFOLIO

TABLE 88.RICOH COMPANY LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 89.ROYOLE CORPORATION: KEY EXECUTIVES

TABLE 90.ROYOLE CORPORATION: COMPANY SNAPSHOT

TABLE 91.ROYOLE CORPORATION: OPERATING SEGMENTS

TABLE 92.ROYOLE CORPORATION: PRODUCT PORTFOLIO

TABLE 93.ROYOLE CORPORATION: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 94.VUZIX:KEY EXECUTIVES

TABLE 95.VUZIX: COMPANY SNAPSHOT

TABLE 96.VUZIX: OPERATING SEGMENTS

TABLE 97.VUZIX: PRODUCT PORTFOLIO

TABLE 98.VUZIX: KEY STRATEGIC MOVES AND DEVELOPMENTS

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY, BY SEGMENTATION

FIGURE 03.EXECUTIVE SUMMARY, BY REGION

FIGURE 04.TOP IMPACTING FACTORS

FIGURE 05.TOP INVESTMENT POCKETS

FIGURE 06.MODERATE TO HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 07.MODERATE THREAT OF NEW ENTRANTS

FIGURE 08.HIGH THREAT OF SUBSTITUTES

FIGURE 09.HIGH INTENSITY OF RIVALRY

FIGURE 10.MODERATE TO HIGH BARGAINING POWER OF BUYERS

FIGURE 11.PATENT ANALYSIS, BY COUNTRY

FIGURE 12.PATENT ANALYSIS, BY APPLICANT

FIGURE 13.AR/VR SMART GLASSES MARKET SHARE, BY TYPE, 2019–2027 (%)

FIGURE 14.AR/VR SMART GLASSES MARKET SHARE, BY TYPE, 2019-2027
(\$MILLION)

FIGURE 15.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR OPTICAL SEE THROUGH, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR VIDEO SEE THROUGH, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.AR/VR SMART GLASSES MARKET SHARE, BY END USE, 2019–2027
(%)

FIGURE 18.AR/VR SMART GLASSES MARKET SHARE, BY END USE, 2019-2027
(\$MILLION)

FIGURE 19.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR GAMING INDUSTRY, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR HEALTHCARE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR EDUCATIONAL, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR MILITARY & DEFENSE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 23.COMPARATIVE SHARE ANALYSIS AR/VR SMART GLASSES MARKET
FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 24.AR/VR SMART GLASSES MARKET, BY REGION, 2019-2027 (%)

FIGURE 25.COMPARATIVE SHARE ANALYSIS OF NORTH AMERICA AR/VR

SMART GLASSES MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 26.AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 27.CANADA AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 28.MEXICO AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 29.COMPARATIVE SHARE ANALYSIS OF EUROPE AR/VR SMART GLASSES MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 30.UK AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 31.GERMANY AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 32.FRANCE AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 33.RUSSIA AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 34.REST OF EUROPE AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 35.COMPARATIVE SHARE ANALYSIS OF ASIA-PACIFIC AR/VR SMART GLASSES MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 36.CHINA AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 37.JAPAN AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 38.INDIA AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 39.AUSTRALIA AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 40.REST OF ASIA-PACIFIC AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 41.COMPARATIVE SHARE ANALYSIS OF LAMEA AR/VR SMART GLASSES MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 42.LATIN AMERICA AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 43.MIDDLE EAST AR/VR SMART GLASSES MARKET, 2019–2027 (\$MILLION)

FIGURE 44.MARKET PLAYER POSITIONING, 2019

FIGURE 45.TOP WTOP WINNING STRATEGIES, BY YEAR, 2018–2020

FIGURE 46.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2018–2020 (%)

FIGURE 47.TOP WINNING STRATEGIES, BY COMPANY, 2018–2020

FIGURE 48.PRODUCT MAPPING OF TOP 10 PLAYERS

FIGURE 49.COMPETITIVE DASHBOARD

FIGURE 50.COMPETITIVE HEATMAP OF KEY PLAYERS

FIGURE 51.EPSON: R&D EXPENDITURE, 2018–2020 (\$MILLION)

FIGURE 52.EPSON: REVENUE, 2018–2020 (\$MILLION)

FIGURE 53.EPSON: REVENUE SHARE, BY SEGMENT, 2020 (%)

FIGURE 54.EPSON: REVENUE SHARE, BY REGION, 2020 (%)

FIGURE 55.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 56.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): REVENUE, 2017–2019 (\$MILLION)

FIGURE 57.KOPIN CORPORATION (SOLOS TECHNOLOGY LIMITED): REVENUE SHARE, BY REGION, 2019 (%)

FIGURE 58.RICOH COMPANY LTD.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 59.RICOH COMPANY LTD.: REVENUE, 2018–2020 (\$MILLION)

FIGURE 60.RICOH COMPANY LTD.: REVENUE SHARE, BY SEGMENT, 2020 (%)

FIGURE 61.RICOH COMPANY LTD.: REVENUE SHARE, BY REGION, 2020 (%)

FIGURE 62.VUZIX: R&D EXPENDITURE, 2018–2020 (\$MILLION)

FIGURE 63.VUZIX: REVENUE, 2018–2020 (\$MILLION)

FIGURE 64.VUZIX: REVENUE SHARE, BY REGION, 2020 (%)

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