

# **Mixed Reality Market by Component (Hardware and Software), Application (Industrial, Aerospace & Defense, Medical, Architecture, Consumer, and Others), and Device Type (Wired and Wireless) - Global Opportunity Analysis and Industry Forecast, 2017-2023**

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## **Abstracts**

Mixed reality, also referred to as hybrid reality is a next-gen technology in which virtual and augmented reality are merged to produce new environment and visualization where physical and digital objects co-exist and interact in real time. It is widely used by the users while playing games or watching movies. The environment created is hard to break and so it provides full entertainment to the users. Mixed reality takes place not only in the physical world or the virtual world, but also is a mix of reality and virtual reality, encompassing both augmented reality and augmented virtuality via technology. Rise in consumer electronics market, growth in adaptation of mixed reality in games and entertainment industry, and demand for mixed reality by the education sector drive the market. However, the technology is not so popular among the users and is costly as well, which restrict the mixed reality market growth.

The global mixed reality market is segmented on the basis of components, application, devices, and geography. By components, it is bifurcated into hardware and software. By application, it is divided into industrial, aerospace and defense, medical, architecture, consumer electronics, and others. By device, it is classified into wired and wireless. By geography, it is analyzed across North-America, Europe, Asia-Pacific, and LAMEA. The key players profiled in the mixed reality market report include HTC Corporation, Intel Corporation, Magic leap, Inc., Microsoft Corporation, Facebook, Eon Reality, Inc., Google Inc., Samsung Electronics Co. Ltd., Seiko Epson Corporation, and Meta Company.

## KEY BENEFITS FOR STAKEHOLDERS

This study includes the analytical depiction of the global mixed reality market along with current trends and future estimations to determine the imminent investment pockets.

The report presents information regarding key drivers, restraints, and opportunities.

The current market is quantitatively analyzed from 2016 to 2023 to highlight the financial competency of the industry.

Porter's Five Forces analysis illustrates the potency of the buyers and suppliers in the mixed reality industry.

## KEY MARKET SEGMENTS

### By Component

Hardware

Software

### By Application

Industrial

Aerospace & Defense

Medical

Architecture

Consumer

Others

## By Device Type

Wired

Wireless

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

India

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. CXO PERSPECTIVES

### **CHAPTER 3 MARKET OVERVIEW**

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top winning strategies
  - 3.2.2. Top impacting factors
  - 3.2.3. Top investment pockets
- 3.3. PORTERS FIVE FORCES ANALYSIS
  - 3.3.1. High bargaining power of suppliers
  - 3.3.2. Moderate threat of new entrants
  - 3.3.3. Moderate threat of substitutes
  - 3.3.4. Moderate intensity of rivalry
  - 3.3.5. Low bargaining power of buyers
- 3.4. KEY MARKET PLAYER POSITIONING, 2016
- 3.5. MARKET DYNAMICS
  - 3.5.1. Drivers
    - 3.5.1.1. Rising consumer electronics market
    - 3.5.1.2. Growing adoption in games and entertainment industry
    - 3.5.1.3. Rising demand of the mixed reality by the education sector
  - 3.5.2. Restraint
    - 3.5.2.1. High cost
    - 3.5.2.2. Connectivity
  - 3.5.3. Opportunity

### 3.5.3.1. Rising innovation

## **CHAPTER 4 MIXED REALITY MARKET, BY COMPONENT**

### 4.1. OVERVIEW

### 4.2. HARDWARE

#### 4.2.1. Key market trends

#### 4.2.2. Key growth factors and opportunities

#### 4.2.3. Market size and forecast

### 4.3. SOFTWARE

#### 4.3.1. Key market trends

#### 4.3.2. Key growth factors and opportunities

#### 4.3.3. Market size and forecast

## **CHAPTER 5 MIXED REALITY MARKET, BY DEVICE TYPE**

### 5.1. OVERVIEW

### 5.2. WIRED

#### 5.2.1. Key market trends

#### 5.2.2. Key growth factors and opportunities

#### 5.2.3. Market size and forecast

### 5.3. WIRELESS

#### 5.3.1. Key market trends

#### 5.3.2. Key growth factors and opportunities

#### 5.3.3. Market size and forecast

## **CHAPTER 6 MIXED REALITY MARKET, BY APPLICATION**

### 6.1. OVERVIEW

### 6.2. INDUSTRIAL

#### 6.2.1. Key market trends

#### 6.2.2. Key growth factors and opportunities

#### 6.2.3. Market size and forecast

### 6.3. AEROSPACE & DEFENSE

#### 6.3.1. Key market trends

#### 6.3.2. Key growth factors and opportunities

#### 6.3.3. Market size and forecast

### 6.4. MEDICAL

#### 6.4.1. Key market trends

- 6.4.2. Key growth factors and opportunities
- 6.4.3. Market size and forecast
- 6.5. ARCHITECTURE
  - 6.5.1. Key market trends
  - 6.5.2. Key growth factors and opportunities
  - 6.5.3. Market size and forecast
- 6.6. CONSUMER ELECTRONICS
  - 6.6.1. Key market trends
  - 6.6.2. Key growth factors and opportunities
  - 6.6.3. Market size and forecast
- 6.7. OTHERS
  - 6.7.1. Key market trends
  - 6.7.2. Key growth factors and opportunities
  - 6.7.3. Market size and forecast

## **CHAPTER 7 MIXED REALITY MARKET, BY GEOGRAPHY**

- 7.1. OVERVIEW
- 7.2. NORTH AMERICA
  - 7.2.1. Key market trends
  - 7.2.2. Key growth factors and opportunities
  - 7.2.3. Market size and forecast, by country
  - 7.2.4. Market size and forecast, by application
  - 7.2.5. U.S.
    - 7.2.5.1. Market size and forecast
  - 7.2.6. Canada
    - 7.2.6.1. Market size and forecast
  - 7.2.7. Mexico
    - 7.2.7.1. Market size and forecast
- 7.3. EUROPE
  - 7.3.1. Key market trends
  - 7.3.2. Key growth factors and opportunities
  - 7.3.3. Market size and forecast, by country
  - 7.3.4. Market size and forecast, by application
  - 7.3.5. Germany
    - 7.3.5.1. Market size and forecast
  - 7.3.6. UK
    - 7.3.6.1. Market size and forecast
  - 7.3.7. France

- 7.3.7.1. Market size and forecast
- 7.3.8. Rest of Europe
  - 7.3.8.1. Market size and forecast
- 7.4. ASIA-PACIFIC
  - 7.4.1. Key market trends
  - 7.4.2. Key growth factors and opportunities
  - 7.4.3. Market size and forecast, by country
  - 7.4.4. Market size and forecast, by application
  - 7.4.5. China
    - 7.4.5.1. Market size and forecast
  - 7.4.6. Japan
    - 7.4.6.1. Market size and forecast
  - 7.4.7. India
    - 7.4.7.1. Market size and forecast
  - 7.4.8. Rest of Asia-Pacific
    - 7.4.8.1. Market size and forecast
- 7.5. LAMEA
  - 7.5.1. Key market trends
  - 7.5.2. Key growth factors and opportunities
  - 7.5.3. Market size and forecast, by region
  - 7.5.4. Market size and forecast, by application
  - 7.5.5. Latin America
    - 7.5.5.1. Market size and forecast
  - 7.5.6. The Middle East
    - 7.5.6.1. Market size and forecast
  - 7.5.7. Africa
    - 7.5.7.1. Market size and forecast

## **CHAPTER 8 COMPANY PROFILES**

- 8.1. HTC CORPORATION
  - 8.1.1. Company overview
  - 8.1.2. Operating Business Segments
  - 8.1.3. Business performance
  - 8.1.4. Key strategic moves and developments
- 8.2. INTEL CORPORATION
  - 8.2.1. Company overview
  - 8.2.2. Operating Business Segments
  - 8.2.3. Business performance



- 8.2.4. Key strategic moves and developments
- 8.3. MAGIC LEAP, INC.
  - 8.3.1. Company overview
  - 8.3.2. Key strategic moves and developments
- 8.4. MICROSOFT CORPORATION
  - 8.4.1. Company overview
  - 8.4.2. Operating Business Segments
  - 8.4.3. Business performance
  - 8.4.4. Key strategic moves and developments
- 8.5. FACEBOOK
  - 8.5.1. Company overview
  - 8.5.2. Operating Business Segments
  - 8.5.3. Business performance
  - 8.5.4. Key strategic moves and developments
- 8.6. SEIKO EPSON CORPORATION
  - 8.6.1. Company overview
  - 8.6.2. Operating Business Segments
  - 8.6.3. Business performance
  - 8.6.4. Key strategic moves and developments
- 8.7. META COMPANY
  - 8.7.1. Company overview
  - 8.7.2. Key strategic moves and developments
- 8.8. EON REALITY, INC.
  - 8.8.1. Company overview
  - 8.8.2. Operating Business Segments
  - 8.8.3. Key strategic moves and developments
- 8.9. GOOGLE, INC.
  - 8.9.1. Company overview
  - 8.9.2. Operating Business Segments
  - 8.9.3. Key strategic moves and developments
- 8.10. SAMSUNG ELECTRONICS CO., LTD.
  - 8.10.1. Company overview
  - 8.10.2. Operating Business Segments
  - 8.10.3. Business performance
  - 8.10.4. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 1. GLOBAL MIXED REALITY MARKET REVENUE, BY COMPONENT, 2016-2023(\$MILLION)

TABLE 2. HARDWARE MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 3. SOFTWARE MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 4. GLOBAL MIXED REALITY MARKET REVENUE, BY DEVICE TYPE, 2016-2023(\$MILLION)

TABLE 5. WIRED DEVICES MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 6. WIRELESS DEVICES MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 7. GLOBAL MIXED REALITY MARKET REVENUE, BY APPLICATION, 2016-2023(\$MILLION)

TABLE 8. INDUSTRIAL MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 9. AEROSPACE & DEFENSE MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 10. MEDICAL MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 11. ARCHITECTURE MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 12. CONSUMER ELECTRONICS MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 13. OTHERS MARKET REVENUE, BY GEOGRAPHY, 2016-2023(\$MILLION)

TABLE 14. MIXED REALITY MARKET REVENUE, BY GEOGRAPHY, 2016-2023 (\$MILLION)

TABLE 15. NORTH AMERICAN MIXED REALITY MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 16. NORTH AMERICAN MIXED REALITY MARKET REVENUE, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 17. U.S. MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 18. CANADA MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 19. MEXICO MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 20. EUROPE MIXED REALITY MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 21. EUROPE MIXED REALITY MARKET REVENUE, BY COUNTRY,

2016-2023 (\$MILLION)

TABLE 22. GERMANY MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 23. UK MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 24. FRANCE MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 25. REST OF EUROPE MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 26. ASIA-PACIFIC MIXED REALITY MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 27. ASIA-PACIFIC MIXED REALITY MARKET REVENUE, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 28. CHINA MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 29. JAPAN MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 30. INDIA MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 31. REST OF ASIA-PACIFIC MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 32. LAMEA MIXED REALITY MARKET REVENUE, BY APPLICATION, 2016-2023 (\$MILLION)

TABLE 33. LAMEA MIXED REALITY MARKET REVENUE, BY REGION, 2016-2023 (\$MILLION)

TABLE 34. LATIN AMERICA MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 35. MIDDLE EAST MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 36. AFRICA MIXED REALITY MARKET REVENUE, 2016-2023 (\$MILLION)

TABLE 37. HTC CORPORATION: COMPANY SNAPSHOT

TABLE 38. HTC CORPORATION: OPERATING SEGMENTS

TABLE 39. INTEL CORPORATION: COMPANY SNAPSHOT

TABLE 40. INTEL CORPORATION: OPERATING SEGMENTS

TABLE 41. MAGIC LEAP, INC.: COMPANY SNAPSHOT

TABLE 42. MICROSOFT CORPORATION: COMPANY SNAPSHOT

TABLE 43. MICROSOFT CORPORATION: OPERATING SEGMENTS

TABLE 44. FACEBOOK: COMPANY SNAPSHOT

TABLE 45. FACEBOOK: OPERATING SEGMENTS

TABLE 46. SEIKO EPSON CORPORATION: COMPANY SNAPSHOT

TABLE 47. SEIKO EPSON CORPORATION: OPERATING SEGMENTS

TABLE 48. META COMPANY: COMPANY SNAPSHOT

TABLE 49. EON REALITY, INC.: COMPANY SNAPSHOT

TABLE 50. EON REALITY, INC.: OPERATING SEGMENTS

TABLE 51. GOOGLE, INC.: COMPANY SNAPSHOT

TABLE 52. GOOGLE, INC.: OPERATING SEGMENTS

TABLE 53. SAMSUNG ELECTRONICS CO., LTD.: COMPANY SNAPSHOT

TABLE 54. SAMSUNG ELECTRONICS CO., LTD.: OPERATING SEGMENTS

## List Of Figures

### LIST OF FIGURES

FIGURE 1. MARKET SEGMENTATION

FIGURE 2. EXECUTIVE SUMMARY

FIGURE 3. TOP WINNING STRATEGIES: PERCENTAGE DISTRIBUTION (2013 - 2016)

FIGURE 4. TOP WINNING STRATEGIES: NATURE AND TYPE

FIGURE 5. TOP INVESTMENT POCKETS (2016)

FIGURE 6. KEY PLAYER POSITIONING OF MIXED REALITY COMPANIES, 2016

FIGURE 7. GLOBAL MIXED REALITY MARKET, BY COMPONENT (2015-2023)

FIGURE 8. GLOBAL MIXED REALITY MARKET, BY DEVICE TYPE, 2015-2023

FIGURE 9. GLOBAL MIXED REALITY MARKET, BY APPLICATION, 2015-2023

FIGURE 10. NORTH AMERICAN MIXED REALITY MARKET SHARE, BY COUNTRY, 2016-2023 (%)

FIGURE 11. EUROPE MIXED REALITY MARKET SHARE, BY COUNTRY, 2015-2023 (%)

FIGURE 12. ASIA-PACIFIC MIXED REALITY MARKET SHARE, BY COUNTRY, 2016-2023 (%)

FIGURE 13. LAMEA MIXED REALITY MARKET SHARE, BY REGION, 2016-2023 (%)

FIGURE 14. HTC CORPORATION: COMPANY SNAPSHOT

FIGURE 15. INTEL CORPORATION: COMPANY SNAPSHOT

FIGURE 16. MICROSOFT CORPORATION: COMPANY SNAPSHOT

FIGURE 17. FACEBOOK: COMPANY SNAPSHOT

FIGURE 18. SEIKO EPSON CORPORATION: COMPANY SNAPSHOT

FIGURE 19. SAMSUNG ELECTRONICS CO., LTD.: COMPANY SNAPSHOT

## I would like to order

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