

Virtual Reality Content Creation Market by Content Type (Videos, 360 Degree Photos, and Games), Component (Software and Services), and End-use Sector (Real Estate, Travel and Hospitality, Media and Entertainment, Healthcare, Retail, Gaming, Automotive, and Others): Global Opportunity Analysis and Industry Forecast, 2019-2026

<https://marketpublishers.com/r/V52C3209E4C1EN.html>

Date: October 2019

Pages: 226

Price: US\$ 4,296.00 (Single User License)

ID: V52C3209E4C1EN

Abstracts

Virtual reality (VR) is a virtual environment that is created by computer-generated simulations. VR devices replicates the real-time environment into the virtual environment. For example, the driving simulators in VR headsets provide actual simulations of driving a vehicle by displaying vehicular motion and corresponding visual, motion, and audio indications to the driver. These simulations are high definition content known as VR content, which are developed with the help of software that creates three-dimensional environment or videos. Thus, the virtual reality content creation market growth is expected to rise at a significant rate in the coming years owing to proliferation of VR devices in diverse industries. The VR content is created in two different ways. First, the VR content is produced by taking a 360-degree immersive videos with the help of 360-degree camera, which has high definition such as 4K resolution. Secondly, the content is produced by making a 3-dimensional (3D) animation with the help of advanced and interactive software applications.

Rise in demand for high quality content such as 4K among individuals coupled with high availability of cost-efficient VR devices are major factors expected to drive the growth of the global virtual reality content creation market during the forecast period. Ongoing modernization of visual display electronics such as TV, desktops, and others are proliferating the demand for VR content owing to its ability to adapt to surrounding

environments displaying systems and provide virtual simulations. Moreover, rise in sales of head-mounted display (HMDs) especially in gaming and entertainment sector is another factor anticipated to propel the growth of the global virtual reality content creation market. However, concerns associated with VR content piracy is a factor that hampers the growth of the global virtual reality content creation market to a certain extent. Furthermore, rise in diversification applications of VR in various industries is an opportunistic factor for the players operating in the market, which in turn is expected to fuel the growth of the global market.

The virtual reality content creation market is segmented on the basis of content type, component, end-use sector, and region. Further, the videos segment is sub-categorized into 360 degree and immersive. Based on content type, the market is categorized into videos, 360 degree photos, and games. On the basis of component, it is divided into software and services. Depending on end-use sector, it is categorized into real estate, travel & hospitality, media & entertainment, healthcare, retail, gaming, automotive, and others. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the virtual reality content creation market include Blippar, 360 Labs, Matterport, Koncept VR, SubVRsive, Panedia Pty Ltd., WeMakeVR, VIAR (Viar360), Pixvana Inc., and Scapic.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the market trends to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analyses on the global virtual reality content creation market size is provided.

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

The quantitative analysis of the market from 2018 to 2026 is provided to determine the global virtual reality content creation market potential.

KEY MARKET SEGMENTS

Content Type

Videos

360 Degree

Immersive

360 Degree Photos

Games

Component

Software

Services

End-use Sector

Real Estate

Travel & Hospitality

Media & Entertainment

Healthcare

Retail

Gaming

Automotive

Others

BY REGION

North America

U.S.

Canada

Europe

Germany

France

UK

Rest of Europe

Asia-Pacific

Japan

China

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Blippar

360 Labs

Matterport

Koncept VR

SubVRsive

Panedia Pty Ltd.

WeMakeVR

VIAR (Viar360)

Pixvana Inc.

Scapic.

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Benefits For Stakeholders
- 1.3. Key Market Segments
- 1.4. Key Market Players
- 1.5. Research Methodology
 - 1.5.1. Secondary Research
 - 1.5.2. Primary Research
 - 1.5.3. Analyst Tools & 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. Key Forces Shaping The Global Virtual Reality Content Creation Market
- 3.3. Value Chain Analysis
- 3.4. Case Studies
 - 3.4.1. Bank of America Collaborated With Omnivirt For Its Ad Marketing Components
 - 3.4.2. Rewind Partnered With The Endemol Shine Uk
- 3.5. Impact of Government Regulations On The Global Virtual Reality Content Creation Market
- 3.6. Market Dynamics
 - 3.6.1. Drivers
 - 3.6.1.1. Growing Demand For Head-Mounted Display (Hmds) In Gaming And Entertainment Sector
 - 3.6.1.2. Availability of Affordable Virtual Reality Devices
 - 3.6.1.3. Rise In Virtual Reality Marketing
 - 3.6.1.4. High Demand For 3-Dimensional Content Among Various Industries
 - 3.6.2. Restraints
 - 3.6.2.1. Lack of Awareness Regarding The Advantages Using Virtual Reality Devices

- 3.6.2.2. Virtual Reality Content Piracy
- 3.6.3. Opportunities
 - 3.6.3.1. Penetration of Hmds In Healthcare And Architectural Applications
 - 3.6.3.2. Use of Virtual Reality In Training And Simulation Among Aerospace & Defense And Transportation Sector
 - 3.6.3.3. Content Marketing In Retail
- 3.7. Industry Roadmap of Virtual Reality Content Creation Market
- 3.8. Patent Analysis
 - 3.8.1. By Region (2004–2018)
 - 3.8.2. By Applicant

CHAPTER 4: GLOBAL VIRTUAL REALITY CONTENT CREATION MARKET, BY CONTENT TYPE

- 4.1. Overview
- 4.2. Videos
 - 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
 - 4.2.4. Virtual Reality Content Creation Market, By Videos
 - 4.2.4.1. 360 Degree
 - 4.2.4.2. Immersive
 - 4.2.4.3. Virtual Reality Content Creation Market Size And Forecast, By Videos
- 4.3. 360 Degree Photos
 - 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
- 4.4. Games
 - 4.4.1. Key Market Trends, Growth Factors, And Opportunities
 - 4.4.2. Market Size And Forecast, By Region
 - 4.4.3. Market Analysis, By Country

CHAPTER 5: GLOBAL VIRTUAL REALITY CONTENT CREATION MARKET, BY COMPONENT

- 5.1. Overview
- 5.2. Software
 - 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. Services

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

CHAPTER 6: GLOBAL VIRTUAL REALITY CONTENT CREATION MARKET, BY END-USER

6.1. Overview

6.2. Real Estate

6.2.1. Key Market Trends, Growth Factors, And Opportunities

6.2.2. Market Size And Forecast, By Region

6.2.3. Market Analysis, By Country

6.3. Travel And Hospitality

6.3.1. Key Market Trends, Growth Factors, And Opportunities

6.3.2. Market Size And Forecast, By Region

6.3.3. Market Analysis, By Country

6.4. Media And Entertainment

6.4.1. Key Market Trends, Growth Factors, And Opportunities

6.4.2. Market Size And Forecast, By Region

6.4.3. Market Analysis, By Country

6.5. Healthcare

6.5.1. Key Market Trends, Growth Factors, And Opportunities

6.5.2. Market Size And Forecast, By Region

6.5.3. Market Analysis, By Country

6.6. Retail

6.6.1. Key Market Trends, Growth Factors, And Opportunities

6.6.2. Market Size And Forecast, By Region

6.6.3. Market Analysis, By Country

6.7. Gaming

6.7.1. Key Market Trends, Growth Factors, And Opportunities

6.7.2. Market Size And Forecast, By Region

6.7.3. Market Analysis, By Country

6.8. Automotive

6.8.1. Key Market Trends, Growth Factors, And Opportunities

6.8.2. Market Size And Forecast, By Region

6.8.3. Market Analysis, By Country

6.9. Others

- 6.9.1. Key Market Trends, Growth Factors, And Opportunities
- 6.9.2. Market Size And Forecast, By Region
- 6.9.3. Market Analysis, By Country

CHAPTER 7: GLOBAL VIRTUAL REALITY CONTENT CREATION MARKET, BY REGION

7.1. Overview

- 7.1.1. Market Size And Forecast, By Region

7.2. North America

- 7.2.1. Key Market Trends, Growth Factors, And Opportunities
- 7.2.2. Market Size And Forecast, By Content Type
- 7.2.3. Market Size And Forecast, By Component
- 7.2.4. Market Size And Forecast, By End-User
- 7.2.5. Market Analysis, By Country
- 7.2.5.1. U.S.

- 7.2.5.1.1. Market Size And Forecast, By Content Type
- 7.2.5.1.2. Market Size And Forecast, By Component
- 7.2.5.1.3. Market Size And Forecast, By End-User

7.2.5.2. Canada

- 7.2.5.2.1. Market Size And Forecast, By Content Type
- 7.2.5.2.2. Market Size And Forecast, By Component
- 7.2.5.2.3. Market Size And Forecast, By End-User

7.3. Europe

- 7.3.1. Key Market Trends, Growth Factors, And Opportunities
- 7.3.2. Market Size And Forecast, By Content Type
- 7.3.3. Market Size And Forecast, By Component
- 7.3.4. Market Size And Forecast, By End-User
- 7.3.5. Market Analysis, By Country

7.3.5.1. Germany

- 7.3.5.1.1. Market Size And Forecast, By Content Type
- 7.3.5.1.2. Market Size And Forecast, By Component
- 7.3.5.1.3. Market Size And Forecast, By End-User

7.3.5.2. Uk

- 7.3.5.2.1. Market Size And Forecast, By Content Type
- 7.3.5.2.2. Market Size And Forecast, By Component
- 7.3.5.2.3. Market Size And Forecast, By End-User

7.3.5.3. France

- 7.3.5.3.1. Market Size And Forecast, By Content Type

- 7.3.5.3.2. Market Size And Forecast, By Component
- 7.3.5.3.3. Market Size And Forecast, By End-User
- 7.3.5.4. Rest of Europe
 - 7.3.5.4.1. Market Size And Forecast, By Content Type
 - 7.3.5.4.2. Market Size And Forecast, By Component
 - 7.3.5.4.3. Market Size And Forecast, By End-User
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends, Growth Factors, And Opportunities
 - 7.4.2. Market Size And Forecast, By Content Type
 - 7.4.3. Market Size And Forecast, By Component
 - 7.4.4. Market Size And Forecast, By End-User
 - 7.4.5. Market Analysis, By Country
 - 7.4.5.1. Japan
 - 7.4.5.1.1. Market Size And Forecast, By Content Type
 - 7.4.5.1.2. Market Size And Forecast, By Component
 - 7.4.5.1.3. Market Size And Forecast, By End-User
 - 7.4.5.2. China
 - 7.4.5.2.1. Market Size And Forecast, By Content Type
 - 7.4.5.2.2. Market Size And Forecast, By Component
 - 7.4.5.2.3. Market Size And Forecast, By End-User
 - 7.4.5.3. India
 - 7.4.5.3.1. Market Size And Forecast, By Content Type
 - 7.4.5.3.2. Market Size And Forecast, By Component
 - 7.4.5.3.3. Market Size And Forecast, By End-User
 - 7.4.5.4. Rest of Asia-Pacific
 - 7.4.5.4.1. Market Size And Forecast, By Content Type
 - 7.4.5.4.2. Market Size And Forecast, By Component
 - 7.4.5.4.3. Market Size And Forecast, By End-User
- 7.5. Lamea
 - 7.5.1. Key Market Trends, Growth Factors, And Opportunities
 - 7.5.2. Market Size And Forecast, By Content Type
 - 7.5.3. Market Size And Forecast, By Component
 - 7.5.4. Market Size And Forecast, By End-User
 - 7.5.5. Market Analysis, By Country
 - 7.5.5.1. Latin America
 - 7.5.5.1.1. Market Size And Forecast, By Content Type
 - 7.5.5.1.2. Market Size And Forecast, By Component
 - 7.5.5.1.3. Market Size And Forecast, By End-User
 - 7.5.5.2. Middle East

- 7.5.5.2.1. Market Size And Forecast, By Content Type
- 7.5.5.2.2. Market Size And Forecast, By Component
- 7.5.5.2.3. Market Size And Forecast, By End-User
- 7.5.5.3. Africa
 - 7.5.5.3.1. Market Size And Forecast, By Content Type
 - 7.5.5.3.2. Market Size And Forecast, By Component
 - 7.5.5.3.3. Market Size And Forecast, By End-User

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Market Share Analysis, 2018
- 8.2. Competitive Dashboard

CHAPTER 9: COMPANY PROFILES

- 9.1. 360 Labs
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Product Portfolio
 - 9.1.5. Key Strategic Moves And Developments
- 9.2. Blippar
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Product Portfolio
 - 9.2.5. Key Strategic Moves And Developments
- 9.3. Konzept Vr
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Product Portfolio
 - 9.3.5. Key Strategic Moves And Developments
- 9.4. Matterport, Inc.
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Product Portfolio
 - 9.4.5. Key Strategic Moves And Developments

- 9.5. Panedia Pty Ltd
 - 9.5.1. Company Overview
 - 9.5.2. Key Executives
 - 9.5.3. Company Snapshot
 - 9.5.4. Product Portfolio
 - 9.5.5. Key Strategic Moves And Developments
- 9.6. Pixvana Inc.
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Product Portfolio
 - 9.6.5. Key Strategic Moves And Developments
- 9.7. Scapic
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Product Portfolio
 - 9.7.5. Key Strategic Moves And Developments
- 9.8. Subvrsive
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Product Portfolio
 - 9.8.5. Key Strategic Moves And Developments
- 9.9. Viar
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Product Portfolio
- 9.10. Wemakevr
 - 9.10.1. Company Overview
 - 9.10.2. Key Executives
 - 9.10.3. Company Snapshot
 - 9.10.4. Product Portfolio

List Of Tables

LIST OF TABLES

Table 01. Global Virtual Reality Content Creation Market, By Content Type, 2018–2026 (\$Million)

Table 02. Global Virtual Reality Content Creation Market Revenue For Videos, By Region, 2018–2026 (\$Million)

Table 03. Global Virtual Reality Content Creation Market Revenue For Videos, By Type, 2018–2026 (\$Million)

Table 04. Global Virtual Reality Content Creation Market Revenue For 360 Degree Photos, By Region, 2018–2026 (\$Million)

Table 05. Global Virtual Reality Content Creation Market Revenue, By Component, 2018-2026 (\$Million)

Table 06. Global Virtual Reality Content Creation Market Revenue For Software, By Region 2018–2026 (\$Million)

Table 07. Global Virtual Reality Content Creation Market Revenue Services, By Region 2018–2026 (\$Million)

Table 08. Global Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 09. Global Virtual Reality Content Creation Market Revenue For Real Estate, By Region 2018–2026 (\$Million)

Table 10. Global Virtual Reality Content Creation Market Revenue For Travel And Hospitality, By Region 2018–2026 (\$Million)

Table 11. Global Virtual Reality Content Creation Market Revenue For Media And Entertainment, By Region 2018–2026 (\$Million)

Table 12. Global Virtual Reality Content Creation Market Revenue For Retail, By Region 2018–2026 (\$Million)

Table 13. Global Virtual Reality Content Creation Market Revenue For Healthcare, By Region 2018–2026 (\$Million)

Table 14. Global Virtual Reality Content Creation Market Revenue For Gaming, By Region 2018–2026 (\$Million)

Table 15. Global Virtual Reality Content Creation Market Revenue For Automotive, By Region 2018–2026 (\$Million)

Table 16. Global Virtual Reality Content Creation Market Revenue For Others, By Region 2018–2026 (\$Million)

Table 17. Global Virtual Reality Content Creation Market Revenue, By Region, 2018–2026 (\$Million)

Table 18. North America Virtual Reality Content Creation Market Revenue, By Content

Type 2018–2026 (\$Million)

Table 19. North America Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 20. North America Virtual Reality Content Creation Market Revenue, By End-User 2018–2026 (\$Million)

Table 21. North America Virtual Reality Content Creation Market Revenue, By Country, 2018–2026 (\$Million)

Table 22. U.S. Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 23. U.S. Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 24. U.S. Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 25. Canada Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 26. Canada Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 27. Canada Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 28. Europe Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 29. Europe Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 30. Europe Virtual Reality Content Creation Market Revenue, By End-User 2018–2026 (\$Million)

Table 31. Europe Virtual Reality Content Creation Market Revenue, By Country, 2018–2026 (\$Million)

Table 32. Germany Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 33. Germany Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 34. Germany Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 35. Uk Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 36. Uk Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 37. Uk Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 38. France Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 39. France Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 40. France Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 41. Rest of Europe Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 42. Rest of Europe Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 43. Rest of Europe Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 44. Asia-Pacific Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 45. Asia-Pacific Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 46. Asia-Pacific Virtual Reality Content Creation Market Revenue, By End-User 2018–2026 (\$Million)

Table 47. Asia-Pacific Virtual Reality Content Creation Market Revenue, By Country, 2018–2026 (\$Million)

Table 48. Japan Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 49. Japan Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 50. Japan Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 51. China Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 52. China Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 53. China Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 54. India Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 55. India Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 56. India Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 57. Rest of Asia-Pacific Virtual Reality Content Creation Market Revenue, By

Content Type 2018–2026 (\$Million)

Table 58. Rest of Asia-Pacific Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 59. Rest of Asia-Pacific Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 60. Lamea Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 61. Lamea Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 62. Lamea Virtual Reality Content Creation Market Revenue, By End-User 2018–2026 (\$Million)

Table 63. Lamea Virtual Reality Content Creation Market Revenue, By Country, 2018–2026 (\$Million)

Table 64. Latin America Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 65. Latin America Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 66. Latin America Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 67. Middle East Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 68. Middle East Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 69. Middle East Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 70. Africa Virtual Reality Content Creation Market Revenue, By Content Type 2018–2026 (\$Million)

Table 71. Africa Virtual Reality Content Creation Market Revenue, By Component, 2018–2026 (\$Million)

Table 72. Africa Virtual Reality Content Creation Market Revenue, By End-User, 2018–2026 (\$Million)

Table 73. 360 Labs: Key Executives

Table 74. 360 Labs: Company Snapshot

Table 75. 360 Labs: Product Portfolio

Table 76. Blippar: Key Executives

Table 77. Blippar: Company Snapshot

Table 78. Blippar: Product Portfolio

Table 79. Koncept Vr: Key Executives

Table 80. Koncept Vr: Company Snapshot

Table 81. Koncept Vr: Product Portfolio
Table 82. Matterport, Inc.: Key Executives
Table 83. Matterport, Inc.: Company Snapshot
Table 84. Matterport, Inc.: Product Portfolio
Table 85. Panedia Pty Ltd: Key Executives
Table 86. Panedia Pty Ltd: Company Snapshot
Table 87. Panedia Pty Ltd: Product Portfolio
Table 88. Pixvana Inc.: Key Executives
Table 89. Pixvana Inc.: Company Snapshot
Table 90. Pixvana Inc.: Product Portfolio
Table 91. Scapic: Key Executives
Table 92. Scapic: Company Snapshot
Table 93. Scapic: Product Portfolio
Table 94. Subvrsive: Key Executives
Table 95. Subvrsive: Company Snapshot
Table 96.
Table 97. Subvrsive: Product Portfolio
Table 98. Viar: Key Executives
Table 99. Viar: Company Snapshot
Table 100. Viar: Product Portfolio
Table 101. Wemakevr: Key Executives
Table 102. Wemakevr: Company Snapshot
Table 103. Wemakevr: Product Portfolio

List Of Figures

LIST OF FIGURES

Figure 01. Key Market Segments

Figure 02. Global Virtual Reality Content Creation Market, 2018–2026

Figure 03. Global Virtual Reality Content Creation Market, By Region, 2018–2026

Figure 04. Top Impacting Factors

Figure 05. Moderate-To-High Bargaining Power of Suppliers

Figure 06. Low-To-High Bargaining Power of Buyer

Figure 07. Low-To-High Threat of Substitutes

Figure 08. Moderate-To-High Threat of New Entrants

Figure 09. Low-To-High Competitive Rivalry

Figure 10. Value Chain Analysis of Virtual Reality Content Creation Market

Figure 11. Impact of Government Regulations On Virtual Reality Content Creation Market

Figure 12. Market Dynamics: Global Virtual Reality Content Creation Market

Figure 13. Industry Roadmap of Virtual Reality Content Creation

Figure 14. Patent Analysis, By Region

Figure 15. Patent Analysis, By Applicant

Figure 16. Global Virtual Reality Content Creation Market Revenue, By Content Type, 2018–2026 (\$Million)

Figure 17. Comparative Share Analysis of Global Virtual Reality Content Creation Market For Videos, By Country, 2018 & 2026 (%)

Figure 18. Comparative Share Analysis of Global Virtual Reality Content Creation Market For 360 Degree Photos, By Country, 2018 & 2026 (%)

Figure 19. Global Virtual Reality Content Creation Market, By Component, 2018-2026

Figure 20. Comparative Share Analysis Global Virtual Reality Content Creation Market For Software, By Country, 2018 & 2026 (%)

Figure 21. Comparative Share Analysis Global Virtual Reality Content Creation Market For Services, By Country, 2018 & 2026 (%)

Figure 22. Global Virtual Reality Content Creation Market, By End-User, 2018–2025

Figure 23. Comparative Share Analysis Global Virtual Reality Content Creation Market For Real Estate, By Country, 2018 & 2026 (%)

Figure 24. Comparative Share Analysis Global Virtual Reality Content Creation Market For Travel And Hospitality, By Country, 2018 & 2026 (%)

Figure 25. Comparative Share Analysis Global Virtual Reality Content Creation Market For Media And Entertainment, By Country, 2018 & 2026 (%)

Figure 26. Comparative Share Analysis Global Virtual Reality Content Creation Market

For Retail, By Country, 2018 & 2026 (%)

Figure 27. Comparative Share Analysis Global Virtual Reality Content Creation Market

For Healthcare, By Country, 2018 & 2026 (%)

Figure 28. Comparative Share Analysis Global Virtual Reality Content Creation Market

For Gaming, By Country, 2018 & 2026 (%)

Figure 29. Comparative Share Analysis Global Virtual Reality Content Creation Market

For Automotive, By Country, 2018 & 2026 (%)

Figure 30. Comparative Share Analysis Global Virtual Reality Content Creation Market

For Others, By Country, 2018 & 2026 (%)

Figure 31. U.S. Virtual Reality Content Creation Market Revenue, 2018–2026 (\$Million)

Figure 32. Canada Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 33. Germany Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 34. Uk Virtual Reality Content Creation Market Revenue, 2018–2026 (\$Million)

Figure 35. France Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 36. Rest of Europe Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 37. Japan Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 38. China Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 39. India Virtual Reality Content Creation Market Revenue, 2018–2026 (\$Million)

Figure 40. Rest of Asia-Pacific Virtual Reality Content Creation Market Revenue,
2018–2026 (\$Million)

Figure 41. Latin America Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 42. Middle East Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 43. Africa Virtual Reality Content Creation Market Revenue, 2018–2026
(\$Million)

Figure 44. Top Key Players Positioning

Figure 45. Competitive Dashboard

Figure 46. Competitive Dashboard

Figure 47. Competitive Heatmap of Key Players

Figure 48. Product Mapping

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