

Augmented and Virtual Reality (AR VR) Industry Research Report 2023

<https://marketpublishers.com/r/A928F32ED769EN.html>

Date: August 2023

Pages: 91

Price: US\$ 2,950.00 (Single User License)

ID: A928F32ED769EN

Abstracts

Highlights

The global Augmented and Virtual Reality (AR VR) market is projected to reach US\$ million by 2029 from an estimated US\$ million in 2023, at a CAGR of % during 2024 and 2029.

North American market for Augmented and Virtual Reality (AR VR) is estimated to increase from \$ million in 2022 to reach \$ million by 2029, at a CAGR of % during the forecast period of 2023 through 2029.

Asia-Pacific market for Augmented and Virtual Reality (AR VR) is estimated to increase from \$ million in 2022 to reach \$ million by 2029, at a CAGR of % during the forecast period of 2023 through 2029.

The major global manufacturers of Augmented and Virtual Reality (AR VR) include Microsoft, Sony, Google, Oculus (Meta), Magic Leap, HTC Corporation, Optinvent, MAD Gaze and Epson, etc. In 2022, the world's top three vendors accounted for approximately % of the revenue.

The global market for Augmented and Virtual Reality (AR VR) in Manufacturing is estimated to increase from \$ million in 2022 to \$ million by 2029, at a CAGR of % during the forecast period of 2023 through 2029.

Considering the economic change due to COVID-19 and Russia-Ukraine War Influence, AR Device, which accounted for % of the global market of Augmented and Virtual Reality (AR VR) in 2022, is expected to reach million US\$ by 2029, growing at a revised

CAGR of % from 2023 to 2029.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Augmented and Virtual Reality (AR VR), with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Augmented and Virtual Reality (AR VR).

The Augmented and Virtual Reality (AR VR) market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global Augmented and Virtual Reality (AR VR) market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Augmented and Virtual Reality (AR VR) manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2018-2023. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Microsoft

Sony

Google

Oculus (Meta)

Magic Leap

HTC Corporation

Optinvent

MAD Gaze

Epson

Lenovo

DPVR

Vuzix Corporation

Product Type Insights

Global markets are presented by Augmented and Virtual Reality (AR VR) type, along with growth forecasts through 2029. Estimates on sales and revenue are based on the price in the supply chain at which the Augmented and Virtual Reality (AR VR) are procured by the manufacturers.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows sales and revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

Augmented and Virtual Reality (AR VR) segment by Type

AR Device

VR Device

Application Insights

This report has provided the market size (sales and revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the Augmented and Virtual Reality (AR VR) market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the Augmented and Virtual Reality (AR VR) market.

Augmented and Virtual Reality (AR VR) segment by Application

Manufacturing

Maintenance

Medical

Remote-guidance

Retail

Game

Metaverse

Others

Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and

political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue and sales data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2021 because of the base year, with estimates for 2023 and forecast revenue for 2029.

North America

United States

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Colombia

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the Augmented and Virtual Reality (AR VR) market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management, export and import, and production. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Augmented and Virtual Reality (AR VR) market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of Augmented and Virtual Reality (AR VR) and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the Augmented and Virtual Reality (AR VR) industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Augmented and Virtual Reality (AR VR).

This report helps stakeholders to identify some of the key players in the market and

understand their valuable contribution.

Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Augmented and Virtual Reality (AR VR) manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Augmented and Virtual Reality (AR VR) by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Augmented and Virtual Reality (AR VR) in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the

industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Global Market Growth Prospects
 - 2.2.1 Global Augmented and Virtual Reality (AR VR) Market Size (2018-2029) & (US\$ Million)
 - 2.2.2 Global Augmented and Virtual Reality (AR VR) Sales (2018-2029)
 - 2.2.3 Global Augmented and Virtual Reality (AR VR) Market Average Price (2018-2029)
- 2.3 Augmented and Virtual Reality (AR VR) by Type
 - 2.3.1 Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)
 - 1.2.2 AR Device
 - 1.2.3 VR Device
- 2.4 Augmented and Virtual Reality (AR VR) by Application
 - 2.4.1 Market Value Comparison by Application (2018 VS 2022 VS 2029) & (US\$ Million)
 - 2.4.2 Manufacturing
 - 2.4.3 Maintenance
 - 2.4.4 Medical
 - 2.4.5 Remote-guidance
 - 2.4.6 Retail
 - 2.4.7 Game
 - 2.4.8 Metaverse
 - 2.4.9 Others

3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Augmented and Virtual Reality (AR VR) Market Competitive Situation by Manufacturers (2018 Versus 2022)
- 3.2 Global Augmented and Virtual Reality (AR VR) Sales (K Units) of Manufacturers (2018-2023)
- 3.3 Global Augmented and Virtual Reality (AR VR) Revenue of Manufacturers (2018-2023)
- 3.4 Global Augmented and Virtual Reality (AR VR) Average Price by Manufacturers (2018-2023)
- 3.5 Global Augmented and Virtual Reality (AR VR) Industry Ranking, 2021 VS 2022 VS 2023
- 3.6 Global Manufacturers of Augmented and Virtual Reality (AR VR), Manufacturing Sites & Headquarters
- 3.7 Global Manufacturers of Augmented and Virtual Reality (AR VR), Product Type & Application
- 3.8 Global Manufacturers of Augmented and Virtual Reality (AR VR), Date of Enter into This Industry
- 3.9 Global Augmented and Virtual Reality (AR VR) Market CR5 and HHI
- 3.10 Global Manufacturers Mergers & Acquisition

4 MANUFACTURERS PROFILED

4.1 Microsoft

- 4.1.1 Microsoft Company Information
- 4.1.2 Microsoft Business Overview
- 4.1.3 Microsoft Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross Margin (2018-2023)
- 4.1.4 Microsoft Augmented and Virtual Reality (AR VR) Product Portfolio
- 4.1.5 Microsoft Recent Developments

4.2 Sony

- 4.2.1 Sony Company Information
- 4.2.2 Sony Business Overview
- 4.2.3 Sony Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross Margin (2018-2023)
- 4.2.4 Sony Augmented and Virtual Reality (AR VR) Product Portfolio
- 4.2.5 Sony Recent Developments

4.3 Google

- 4.3.1 Google Company Information
- 4.3.2 Google Business Overview
- 4.3.3 Google Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross

Margin (2018-2023)

4.3.4 Google Augmented and Virtual Reality (AR VR) Product Portfolio

4.3.5 Google Recent Developments

4.4 Oculus (Meta)

4.4.1 Oculus (Meta) Company Information

4.4.2 Oculus (Meta) Business Overview

4.4.3 Oculus (Meta) Augmented and Virtual Reality (AR VR) Sales, Revenue and

Gross Margin (2018-2023)

4.4.4 Oculus (Meta) Augmented and Virtual Reality (AR VR) Product Portfolio

4.4.5 Oculus (Meta) Recent Developments

4.5 Magic Leap

4.5.1 Magic Leap Company Information

4.5.2 Magic Leap Business Overview

4.5.3 Magic Leap Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross

Margin (2018-2023)

6.5.4 Magic Leap Augmented and Virtual Reality (AR VR) Product Portfolio

6.5.5 Magic Leap Recent Developments

4.6 HTC Corporation

4.6.1 HTC Corporation Company Information

4.6.2 HTC Corporation Business Overview

4.6.3 HTC Corporation Augmented and Virtual Reality (AR VR) Sales, Revenue and

Gross Margin (2018-2023)

4.6.4 HTC Corporation Augmented and Virtual Reality (AR VR) Product Portfolio

4.6.5 HTC Corporation Recent Developments

4.7 Optinvent

4.7.1 Optinvent Company Information

4.7.2 Optinvent Business Overview

4.7.3 Optinvent Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross

Margin (2018-2023)

4.7.4 Optinvent Augmented and Virtual Reality (AR VR) Product Portfolio

4.7.5 Optinvent Recent Developments

6.8 MAD Gaze

4.8.1 MAD Gaze Company Information

4.8.2 MAD Gaze Business Overview

4.8.3 MAD Gaze Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross

Margin (2018-2023)

4.8.4 MAD Gaze Augmented and Virtual Reality (AR VR) Product Portfolio

4.8.5 MAD Gaze Recent Developments

4.9 Epson

- 4.9.1 Epson Company Information
- 4.9.2 Epson Business Overview
- 4.9.3 Epson Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross Margin (2018-2023)
- 4.9.4 Epson Augmented and Virtual Reality (AR VR) Product Portfolio
- 4.9.5 Epson Recent Developments
- 4.10 Lenovo
 - 4.10.1 Lenovo Company Information
 - 4.10.2 Lenovo Business Overview
 - 4.10.3 Lenovo Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross Margin (2018-2023)
 - 4.10.4 Lenovo Augmented and Virtual Reality (AR VR) Product Portfolio
 - 4.10.5 Lenovo Recent Developments
- 6.11 DPVR
 - 6.11.1 DPVR Company Information
 - 6.11.2 DPVR Augmented and Virtual Reality (AR VR) Business Overview
 - 6.11.3 DPVR Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross Margin (2018-2023)
 - 6.11.4 DPVR Augmented and Virtual Reality (AR VR) Product Portfolio
 - 6.11.5 DPVR Recent Developments
- 6.12 Vuzix Corporation
 - 6.12.1 Vuzix Corporation Company Information
 - 6.12.2 Vuzix Corporation Augmented and Virtual Reality (AR VR) Business Overview
 - 6.12.3 Vuzix Corporation Augmented and Virtual Reality (AR VR) Sales, Revenue and Gross Margin (2018-2023)
 - 6.12.4 Vuzix Corporation Augmented and Virtual Reality (AR VR) Product Portfolio
 - 6.12.5 Vuzix Corporation Recent Developments

5 GLOBAL AUGMENTED AND VIRTUAL REALITY (AR VR) MARKET SCENARIO BY REGION

- 5.1 Global Augmented and Virtual Reality (AR VR) Market Size by Region: 2018 VS 2022 VS 2029
- 5.2 Global Augmented and Virtual Reality (AR VR) Sales by Region: 2018-2029
 - 5.2.1 Global Augmented and Virtual Reality (AR VR) Sales by Region: 2018-2023
 - 5.2.2 Global Augmented and Virtual Reality (AR VR) Sales by Region: 2024-2029
- 5.3 Global Augmented and Virtual Reality (AR VR) Revenue by Region: 2018-2029
 - 5.3.1 Global Augmented and Virtual Reality (AR VR) Revenue by Region: 2018-2023
 - 5.3.2 Global Augmented and Virtual Reality (AR VR) Revenue by Region: 2024-2029

5.4 North America Augmented and Virtual Reality (AR VR) Market Facts & Figures by Country

5.4.1 North America Augmented and Virtual Reality (AR VR) Market Size by Country: 2018 VS 2022 VS 2029

5.4.2 North America Augmented and Virtual Reality (AR VR) Sales by Country (2018-2029)

5.4.3 North America Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2029)

5.4.4 United States

5.4.5 Canada

5.5 Europe Augmented and Virtual Reality (AR VR) Market Facts & Figures by Country

5.5.1 Europe Augmented and Virtual Reality (AR VR) Market Size by Country: 2018 VS 2022 VS 2029

5.5.2 Europe Augmented and Virtual Reality (AR VR) Sales by Country (2018-2029)

5.5.3 Europe Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2029)

5.5.4 Germany

5.5.5 France

5.5.6 U.K.

5.5.7 Italy

5.5.8 Russia

5.6 Asia Pacific Augmented and Virtual Reality (AR VR) Market Facts & Figures by Country

5.6.1 Asia Pacific Augmented and Virtual Reality (AR VR) Market Size by Country: 2018 VS 2022 VS 2029

5.6.2 Asia Pacific Augmented and Virtual Reality (AR VR) Sales by Country (2018-2029)

5.6.3 Asia Pacific Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2029)

5.6.4 China

5.6.5 Japan

5.6.6 South Korea

5.6.7 India

5.6.8 Australia

5.6.9 China Taiwan

5.6.10 Indonesia

5.6.11 Thailand

5.6.12 Malaysia

5.7 Latin America Augmented and Virtual Reality (AR VR) Market Facts & Figures by

Country

5.7.1 Latin America Augmented and Virtual Reality (AR VR) Market Size by Country: 2018 VS 2022 VS 2029

5.7.2 Latin America Augmented and Virtual Reality (AR VR) Sales by Country (2018-2029)

5.7.3 Latin America Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2029)

5.7.4 Mexico

5.7.5 Brazil

5.7.6 Argentina

5.7.7 Colombia

5.8 Middle East and Africa Augmented and Virtual Reality (AR VR) Market Facts & Figures by Country

5.8.1 Middle East and Africa Augmented and Virtual Reality (AR VR) Market Size by Country: 2018 VS 2022 VS 2029

5.8.2 Middle East and Africa Augmented and Virtual Reality (AR VR) Sales by Country (2018-2029)

5.8.3 Middle East and Africa Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2029)

5.8.4 Turkey

5.8.5 Saudi Arabia

5.8.6 UAE

6 SEGMENT BY TYPE

6.1 Global Augmented and Virtual Reality (AR VR) Sales by Type (2018-2029)

6.1.1 Global Augmented and Virtual Reality (AR VR) Sales by Type (2018-2029) & (K Units)

6.1.2 Global Augmented and Virtual Reality (AR VR) Sales Market Share by Type (2018-2029)

6.2 Global Augmented and Virtual Reality (AR VR) Revenue by Type (2018-2029)

6.2.1 Global Augmented and Virtual Reality (AR VR) Sales by Type (2018-2029) & (US\$ Million)

6.2.2 Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Type (2018-2029)

6.3 Global Augmented and Virtual Reality (AR VR) Price by Type (2018-2029)

7 SEGMENT BY APPLICATION

- 7.1 Global Augmented and Virtual Reality (AR VR) Sales by Application (2018-2029)
 - 7.1.1 Global Augmented and Virtual Reality (AR VR) Sales by Application (2018-2029) & (K Units)
 - 7.1.2 Global Augmented and Virtual Reality (AR VR) Sales Market Share by Application (2018-2029)
- 7.2 Global Augmented and Virtual Reality (AR VR) Revenue by Application (2018-2029)
 - 6.2.1 Global Augmented and Virtual Reality (AR VR) Sales by Application (2018-2029) & (US\$ Million)
 - 6.2.2 Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Application (2018-2029)
- 7.3 Global Augmented and Virtual Reality (AR VR) Price by Application (2018-2029)

8 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET

- 8.1 Augmented and Virtual Reality (AR VR) Value Chain Analysis
 - 8.1.1 Augmented and Virtual Reality (AR VR) Key Raw Materials
 - 8.1.2 Raw Materials Key Suppliers
 - 8.1.3 Augmented and Virtual Reality (AR VR) Production Mode & Process
- 8.2 Augmented and Virtual Reality (AR VR) Sales Channels Analysis
 - 8.2.1 Direct Comparison with Distribution Share
 - 8.2.2 Augmented and Virtual Reality (AR VR) Distributors
 - 8.2.3 Augmented and Virtual Reality (AR VR) Customers

9 GLOBAL AUGMENTED AND VIRTUAL REALITY (AR VR) ANALYZING MARKET DYNAMICS

- 9.1 Augmented and Virtual Reality (AR VR) Industry Trends
- 9.2 Augmented and Virtual Reality (AR VR) Industry Drivers
- 9.3 Augmented and Virtual Reality (AR VR) Industry Opportunities and Challenges
- 9.4 Augmented and Virtual Reality (AR VR) Industry Restraints

10 REPORT CONCLUSION

11 DISCLAIMER

List Of Tables

LIST OF TABLES

Table 1. Secondary Sources

Table 2. Primary Sources

Table 3. Market Value Comparison by Type (2018 VS 2022 VS 2029) & (US\$ Million)

Table 4. Market Value Comparison by Application (2018 VS 2022 VS 2029) & (US\$ Million)

Table 5. Global Augmented and Virtual Reality (AR VR) Volume and Revenue Market Size and CAGR of Manufacturers (2018 Versus 2022)

Table 6. Global Augmented and Virtual Reality (AR VR) Sales (K Units) of Manufacturers (2018-2023)

Table 7. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Manufacturers (2018-2023)

Table 8. Global Augmented and Virtual Reality (AR VR) Revenue of Manufacturers (2018-2023)

Table 9. Global Augmented and Virtual Reality (AR VR) Revenue Share by Manufacturers (2018-2023)

Table 10. Global Market Augmented and Virtual Reality (AR VR) Average Price (US\$/Unit) of Manufacturers (2018-2023)

Table 11. Global Augmented and Virtual Reality (AR VR) Industry Ranking, 2021 VS 2022 VS 2023

Table 12. Global Manufacturers of Augmented and Virtual Reality (AR VR), Product Type & Application

Table 13. Global Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Global Augmented and Virtual Reality (AR VR) by Manufacturers Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue of 2022)

Table 15. Manufacturers Mergers & Acquisitions, Expansion Plans)

Table 16. Microsoft Company Information

Table 17. Microsoft Business Overview

Table 18. Microsoft Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 19. Microsoft Augmented and Virtual Reality (AR VR) Product Portfolio

Table 20. Microsoft Recent Developments

Table 21. Sony Company Information

Table 22. Sony Business Overview

Table 23. Sony Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 24. Sony Augmented and Virtual Reality (AR VR) Product Portfolio

Table 25. Sony Recent Developments

Table 26. Google Company Information

Table 27. Google Business Overview

Table 28. Google Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 29. Google Augmented and Virtual Reality (AR VR) Product Portfolio

Table 30. Google Recent Developments

Table 31. Oculus (Meta) Company Information

Table 32. Oculus (Meta) Business Overview

Table 33. Oculus (Meta) Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 34. Oculus (Meta) Augmented and Virtual Reality (AR VR) Product Portfolio

Table 35. Oculus (Meta) Recent Developments

Table 36. Magic Leap Company Information

Table 37. Magic Leap Business Overview

Table 38. Magic Leap Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 39. Magic Leap Augmented and Virtual Reality (AR VR) Product Portfolio

Table 40. Magic Leap Recent Developments

Table 41. HTC Corporation Company Information

Table 42. HTC Corporation Business Overview

Table 43. HTC Corporation Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 44. HTC Corporation Augmented and Virtual Reality (AR VR) Product Portfolio

Table 45. HTC Corporation Recent Developments

Table 46. Optinvent Company Information

Table 47. Optinvent Business Overview

Table 48. Optinvent Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 49. Optinvent Augmented and Virtual Reality (AR VR) Product Portfolio

Table 50. Optinvent Recent Developments

Table 51. MAD Gaze Company Information

Table 52. MAD Gaze Business Overview

Table 53. MAD Gaze Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 54. MAD Gaze Augmented and Virtual Reality (AR VR) Product Portfolio

Table 55. MAD Gaze Recent Developments

Table 56. Epson Company Information

Table 57. Epson Business Overview

Table 58. Epson Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 59. Epson Augmented and Virtual Reality (AR VR) Product Portfolio

Table 60. Epson Recent Developments

Table 61. Lenovo Company Information

Table 62. Lenovo Business Overview

Table 63. Lenovo Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 64. Lenovo Augmented and Virtual Reality (AR VR) Product Portfolio

Table 65. Lenovo Recent Developments

Table 66. DPVR Company Information

Table 67. DPVR Business Overview

Table 68. DPVR Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 69. DPVR Augmented and Virtual Reality (AR VR) Product Portfolio

Table 70. DPVR Recent Developments

Table 71. Vuzix Corporation Company Information

Table 72. Vuzix Corporation Business Overview

Table 73. Vuzix Corporation Augmented and Virtual Reality (AR VR) Sales (K Units), Revenue (US\$ Million), Price (US\$/Unit) and Gross Margin (2018-2023)

Table 74. Vuzix Corporation Augmented and Virtual Reality (AR VR) Product Portfolio

Table 75. Vuzix Corporation Recent Developments

Table 76. Global Augmented and Virtual Reality (AR VR) Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029

Table 77. Global Augmented and Virtual Reality (AR VR) Sales by Region (2018-2023) & (K Units)

Table 78. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Region (2018-2023)

Table 79. Global Augmented and Virtual Reality (AR VR) Sales by Region (2024-2029) & (K Units)

Table 80. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Region (2024-2029)

Table 81. Global Augmented and Virtual Reality (AR VR) Revenue by Region (2018-2023) & (US\$ Million)

Table 82. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Region (2018-2023)

Table 83. Global Augmented and Virtual Reality (AR VR) Revenue by Region (2024-2029) & (US\$ Million)

Table 84. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Region (2024-2029)

Table 85. North America Augmented and Virtual Reality (AR VR) Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 86. North America Augmented and Virtual Reality (AR VR) Sales by Country (2018-2023) & (K Units)

Table 87. North America Augmented and Virtual Reality (AR VR) Sales by Country (2024-2029) & (K Units)

Table 88. North America Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2023) & (US\$ Million)

Table 89. North America Augmented and Virtual Reality (AR VR) Revenue by Country (2024-2029) & (US\$ Million)

Table 90. Europe Augmented and Virtual Reality (AR VR) Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 91. Europe Augmented and Virtual Reality (AR VR) Sales by Country (2018-2023) & (K Units)

Table 92. Europe Augmented and Virtual Reality (AR VR) Sales by Country (2024-2029) & (K Units)

Table 93. Europe Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2023) & (US\$ Million)

Table 94. Europe Augmented and Virtual Reality (AR VR) Revenue by Country (2024-2029) & (US\$ Million)

Table 95. Asia Pacific Augmented and Virtual Reality (AR VR) Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 96. Asia Pacific Augmented and Virtual Reality (AR VR) Sales by Country (2018-2023) & (K Units)

Table 97. Asia Pacific Augmented and Virtual Reality (AR VR) Sales by Country (2024-2029) & (K Units)

Table 98. Asia Pacific Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2023) & (US\$ Million)

Table 99. Asia Pacific Augmented and Virtual Reality (AR VR) Revenue by Country (2024-2029) & (US\$ Million)

Table 100. Latin America Augmented and Virtual Reality (AR VR) Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 101. Latin America Augmented and Virtual Reality (AR VR) Sales by Country (2018-2023) & (K Units)

Table 102. Latin America Augmented and Virtual Reality (AR VR) Sales by Country (2024-2029) & (K Units)

Table 103. Latin America Augmented and Virtual Reality (AR VR) Revenue by Country

(2018-2023) & (US\$ Million)

Table 104. Latin America Augmented and Virtual Reality (AR VR) Revenue by Country (2024-2029) & (US\$ Million)

Table 105. Middle East and Africa Augmented and Virtual Reality (AR VR) Revenue by Country: 2018 VS 2022 VS 2029 (US\$ Million)

Table 106. Middle East and Africa Augmented and Virtual Reality (AR VR) Sales by Country (2018-2023) & (K Units)

Table 107. Middle East and Africa Augmented and Virtual Reality (AR VR) Sales by Country (2024-2029) & (K Units)

Table 108. Middle East and Africa Augmented and Virtual Reality (AR VR) Revenue by Country (2018-2023) & (US\$ Million)

Table 109. Middle East and Africa Augmented and Virtual Reality (AR VR) Revenue by Country (2024-2029) & (US\$ Million)

Table 110. Global Augmented and Virtual Reality (AR VR) Sales by Type (2018-2023) & (K Units)

Table 111. Global Augmented and Virtual Reality (AR VR) Sales by Type (2024-2029) & (K Units)

Table 112. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Type (2018-2023)

Table 113. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Type (2024-2029)

Table 114. Global Augmented and Virtual Reality (AR VR) Revenue by Type (2018-2023) & (US\$ Million)

Table 115. Global Augmented and Virtual Reality (AR VR) Revenue by Type (2024-2029) & (US\$ Million)

Table 116. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Type (2018-2023)

Table 117. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Type (2024-2029)

Table 118. Global Augmented and Virtual Reality (AR VR) Price by Type (2018-2023) & (US\$/Unit)

Table 119. Global Augmented and Virtual Reality (AR VR) Price by Type (2024-2029) & (US\$/Unit)

Table 120. Global Augmented and Virtual Reality (AR VR) Sales by Application (2018-2023) & (K Units)

Table 121. Global Augmented and Virtual Reality (AR VR) Sales by Application (2024-2029) & (K Units)

Table 122. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Application (2018-2023)

Table 123. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Application (2024-2029)

Table 124. Global Augmented and Virtual Reality (AR VR) Revenue by Application (2018-2023) & (US\$ Million)

Table 125. Global Augmented and Virtual Reality (AR VR) Revenue by Application (2024-2029) & (US\$ Million)

Table 126. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Application (2018-2023)

Table 127. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Application (2024-2029)

Table 128. Global Augmented and Virtual Reality (AR VR) Price by Application (2018-2023) & (US\$/Unit)

Table 129. Global Augmented and Virtual Reality (AR VR) Price by Application (2024-2029) & (US\$/Unit)

Table 130. Key Raw Materials

Table 131. Raw Materials Key Suppliers

Table 132. Augmented and Virtual Reality (AR VR) Distributors List

Table 133. Augmented and Virtual Reality (AR VR) Customers List

Table 134. Augmented and Virtual Reality (AR VR) Industry Trends

Table 135. Augmented and Virtual Reality (AR VR) Industry Drivers

Table 136. Augmented and Virtual Reality (AR VR) Industry Restraints

Table 137. Authors List of This Report

List Of Figures

LIST OF FIGURES

Figure 1. Research Methodology

Figure 2. Research Process

Figure 3. Key Executives Interviewed

Figure 4. Augmented and Virtual Reality (AR VR) Product Picture

Figure 5. Global Augmented and Virtual Reality (AR VR) Revenue (US\$ Million), 2018 VS 2022 VS 2029

Figure 6. Global Augmented and Virtual Reality (AR VR) Market Size (2018-2029) & (US\$ Million)

Figure 7. Global Augmented and Virtual Reality (AR VR) Sales (2018-2029) & (K Units)

Figure 8. Global Augmented and Virtual Reality (AR VR) Average Price (US\$/Unit) & (2018-2029)

Figure 9. AR Device Product Picture

Figure 10. VR Device Product Picture

Figure 11. Manufacturing Product Picture

Figure 12. Maintenance Product Picture

Figure 13. Medical Product Picture

Figure 14. Remote-guidance Product Picture

Figure 15. Retail Product Picture

Figure 16. Game Product Picture

Figure 17. Metaverse Product Picture

Figure 18. Others Product Picture

Figure 19. Global Augmented and Virtual Reality (AR VR) Revenue Share by Manufacturers in 2022

Figure 20. Global Manufacturers of Augmented and Virtual Reality (AR VR), Manufacturing Sites & Headquarters

Figure 21. Global Manufacturers of Augmented and Virtual Reality (AR VR), Date of Enter into This Industry

Figure 22. Global Top 5 and 10 Augmented and Virtual Reality (AR VR) Players Market Share by Revenue in 2022

Figure 23. Manufacturers Type (Tier 1, Tier 2, and Tier 3): 2018 VS 2022

Figure 24. Global Augmented and Virtual Reality (AR VR) Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029

Figure 25. Global Augmented and Virtual Reality (AR VR) Sales by Region in 2022

Figure 26. Global Augmented and Virtual Reality (AR VR) Revenue by Region in 2022

Figure 27. North America Augmented and Virtual Reality (AR VR) Market Size by

Country in 2022

Figure 28. North America Augmented and Virtual Reality (AR VR) Sales Market Share by Country (2018-2029)

Figure 29. North America Augmented and Virtual Reality (AR VR) Revenue Market Share by Country (2018-2029)

Figure 30. United States Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 31. Canada Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 32. Europe Augmented and Virtual Reality (AR VR) Market Size by Country in 2022

Figure 33. Europe Augmented and Virtual Reality (AR VR) Sales Market Share by Country (2018-2029)

Figure 34. Europe Augmented and Virtual Reality (AR VR) Revenue Market Share by Country (2018-2029)

Figure 35. Germany Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 36. France Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 37. U.K. Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 38. Italy Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 39. Russia Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 40. Asia Pacific Augmented and Virtual Reality (AR VR) Market Size by Country in 2022

Figure 41. Asia Pacific Augmented and Virtual Reality (AR VR) Sales Market Share by Country (2018-2029)

Figure 42. Asia Pacific Augmented and Virtual Reality (AR VR) Revenue Market Share by Country (2018-2029)

Figure 43. China Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 44. Japan Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 45. South Korea Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 46. India Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 47. Australia Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 48. China Taiwan Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 49. Indonesia Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 50. Thailand Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 51. Malaysia Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 52. Latin America Augmented and Virtual Reality (AR VR) Market Size by Country in 2022

Figure 53. Latin America Augmented and Virtual Reality (AR VR) Sales Market Share by Country (2018-2029)

Figure 54. Latin America Augmented and Virtual Reality (AR VR) Revenue Market Share by Country (2018-2029)

Figure 55. Mexico Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 56. Brazil Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 57. Argentina Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 58. Colombia Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 59. Middle East and Africa Augmented and Virtual Reality (AR VR) Market Size by Country in 2022

Figure 60. Middle East and Africa Augmented and Virtual Reality (AR VR) Sales Market Share by Country (2018-2029)

Figure 61. Middle East and Africa Augmented and Virtual Reality (AR VR) Revenue Market Share by Country (2018-2029)

Figure 62. Turkey Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 63. Saudi Arabia Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 64. UAE Augmented and Virtual Reality (AR VR) Revenue Growth Rate (2018-2029) & (US\$ Million)

Figure 65. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Type (2018-2029)

Figure 66. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by

Type (2018-2029)

Figure 67. Global Augmented and Virtual Reality (AR VR) Price (US\$/Unit) by Type (2018-2029)

Figure 68. Global Augmented and Virtual Reality (AR VR) Sales Market Share by Application (2018-2029)

Figure 69. Global Augmented and Virtual Reality (AR VR) Revenue Market Share by Application (2018-2029)

Figure 70. Global Augmented and Virtual Reality (AR VR) Price (US\$/Unit) by Application (2018-2029)

Figure 71. Augmented and Virtual Reality (AR VR) Value Chain

Figure 72. Augmented and Virtual Reality (AR VR) Production Mode & Process

Figure 73. Direct Comparison with Distribution Share

Figure 74. Distributors Profiles

Figure 75. Augmented and Virtual Reality (AR VR) Industry Opportunities and Challenges

I would like to order

Product name: Augmented and Virtual Reality (AR VR) Industry Research Report 2023

Product link: <https://marketpublishers.com/r/A928F32ED769EN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A928F32ED769EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970