

# **AR & VR Eyeglass Market Size study, by Type (Augmented Reality Devices, Virtual Reality Devices), by Application (Games, Medical, Aerospace and Defence, Others) and Regional Forecasts 2018-2025**

<https://marketpublishers.com/r/A68399FB8F0EN.html>

Date: October 2018

Pages: 200

Price: US\$ 3,950.00 (Single User License)

ID: A68399FB8F0EN

## **Abstracts**

AR & VR Eyeglass Market to reach USD XX billion by 2025.

AR & VR Eyeglass Market valued approximately USD XX billion in 2016 is anticipated to grow with a healthy growth rate of more than 13.8% over the forecast period 2018-2025. Increasing emergence of cloud based technologies, lowering cost of devices and popular among professionals in the medical, automotive and industrial sectors are the major factors which driving the AR & VR eyeglass market. Increasing demand for AR & VR smart glasses across various industries verticals as BFSI, healthcare, manufacturing, retail, and IT & Telecommunication is fueling the growth of the global market. Not so user friendly or design friendly is the major restraining factor which contributes in AR & VR eyeglass. Virtual reality (VR) refers to a computer generated simulation of real life situation or environment; augmented reality (AR) is a technology that layers computer generated enhancements to make it more meaningful to interact with it. AR and VR are inverse reflections of one another. AR and VR help us to change the way we visualize the data. AR and VR are considered as a medium to deliver entertainment. The basic advantage of AR & VR eyeglass is needing to take your eyes off that what are you doing to see the information.

The regional analysis of AR & VR Eyeglass Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share and followed by Europe and Asia-Pacific region. The U.S. and Canada are influencing the North America market due to rising technological enhancements and increasing

popularity of GPRS and server-cloud enabled AR and VR smart glasses in the region. Whereas, owing to the countries such as China, Japan, and India, Asia Pacific region is anticipated to exhibit higher growth rate / CAGR over the forecast period 2018-2025. Asia Pacific is anticipated to have the fastest growth owing to a rapid growth in technological user base in the region especially in developing nations such as China, and India in this region.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

#### By Types

Augmented Reality Devices

Virtual Reality Devices

#### By Application

Games

Medical

Aerospace and Defence

Others

#### By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

The industry is seeming to be fairly competitive. Some of the leading market players include Google, Microsoft, Vuzix, Samsung Electronics, Qualcomm, Oculus VR, EON Reality, Magic Leap, Blippar, Daqri and so on. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

## Target Audience of the AR & VR Eyeglass Market in Market Study

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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