

Global AR and VR Display Market Size study, By Device Type (AR, VR), By Technology (Polymerase Chain Reaction (PCR), Next-generation Sequencing (NGS), Capillary Electrophoresis, Nucleic Acid Isolation and Purification, Automated Liquid Handling, Microarrays, Rapid DNA Analysis), By Display Technology (LCD, OLED, Others), By Application (Consumer, Commercial, Enterprise, Automotive, Healthcare, Aerospace & Defense, Energy, Others), and Regional Forecasts 2022-2028

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Abstracts

Global AR and VR Display Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028.

AR display (Augmented Reality display) that presents an improved version of the physical world by the usage of digital visual elements, sound, or sensory stimuli by the adoption of novel technology. VR display or virtual reality display offers a computer-generated environment by the utilization of stimulus that facilitates connects users with the 3D virtual world. The increasing adoption of AR and VR devices in various applications, growing demand for OLED displays in AR and VR devices, coupled with the increasing demand for the AR and VR devices in the gaming industry is the primary factors that are bolstering the market demand across the globe. For instance, according to Statista, the global video game market was accounted for USD 178.37 billion and is expected to increase and reach USD 268.81 billion by 2025. Therefore, the rapid growth of the video game market is propelling the demand for AR and VR displays, which, in

turn, augments the market growth in the near future. However, complex processes involved in manufacturing AR and VR displays and the limited availability of relevant content impedes the growth of the market over the forecast period of 2022-2028. Also, rising investments in the AR and VR ecosystem and increasing technological developments, and growing use of micro displays in AR and VR devices are anticipated to act as a catalyzing factor for the market demand during the forecast period.

The key regions considered for the global AR and VR Display market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the surging demand for AR and VR displays, along with rising application in education, healthcare, automotive, and many other sectors. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the presence of leading display manufacturers, as well as the growth of the end-use industries, would create lucrative growth prospects for the AR and VR Display market across the Asia-Pacific region.

Major market players included in this report are:

Samsung Electronics Co., Ltd.
Sony Group Corporation
LG Display
eMagin Corporation
Kopin Corporation
AU Optronics Corporation
Japan Display Inc.
Barco NV
BOE Technology Group Co., Ltd.
Syndiant Inc.

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 Device Type:

AR HMDs

VR HMDs

AR HUDs

VR Projectors

By Technology:

AR

VR

By Display Technology:

LCD

OLED

Others

By Application:

AR Display Application

VR Display Application

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global AR and VR Display 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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