

# **Global Augmented Reality (AR) Gaming Market Size study, by Component (Hardware, Software), by Technology (RFID, GPS, Mobile Tracking), by Device Type (Mobiles, HMDs (Head-Mounted Displays), Smart Glasses) and Regional Forecasts 2020-2027.**

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## **Abstracts**

Global Augmented Reality (AR) Gaming Market is valued approximately at USD XX billion in 2019 and is anticipated to grow with a CAGR of XX% over the forecast period 2020-2027. Augmented Reality (AR) Gaming is a virtual real time gaming device that synchronizes audio and visual content of the game to the user's environment. AR Gaming aims to connect real world to the virtual world to utilize the existing environment as a play field experience. AR Games operate with several electronic devices such as smartphones, tablets, laptops and other gaming systems. For Instance: As per data from Statista in 2020, 10.34% of rise in smartphone users has been observed as compared to 2018. Rising interests of the individuals worldwide to adopt digital, online and virtual Games is the major factor driving the growth of the market. For Instance: As per reports by CNBC in 2017, digital video game sales experienced approximately 11% year-on-year rise. Increase in the acceptance of AR Games in the entertainment industry which provides more interactive style of playing games boosts the market growth. Further, rise in the capability and affordability of consumers to expend on AR Games coupled with increase in availability of variety of games support the market growth. Further, technological advancements and new innovative options in AR Games seeks attention of the customers, majorly youngsters. Modern augmented reality gaming devices are fabricated with sensors and receptors which deliver users a thrilling, exciting and adventurous experience. Further development in the audio technologies and graphic technologies create several opportunities for the market growth. However, tedious process to set up the system, initial high investments and safety & privacy issues are some major factors restraining the growth of the market over the forecasted

period 2020-2027.

The regional analysis of global Augmented Reality (AR) Gaming 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 due to rising disposable income and technological advancements in gaming sector. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rise in acceptance of the AR Games along with digital technologies create a lucrative growth in the region over the forecasted period 2020-2027.

Major market player included in this report are:

Blippar, LLC (UK)  
Catchoom (Spain)  
Aurasma (UK)  
Infinity Augmented Reality Inc. . (Israel)  
Apple Inc. (US)  
Qualcomm Technologies (US)  
Total Immersion (France)  
VividWorks Ltd. (Finland)  
Zappar Limited (UK)  
Wikitude GmbH (Austria)

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 Component:

Hardware

Software

By Technology:

RFID

GPS

Mobile Tracking

By Device Type:

Mobiles

HMDs

Smart Glasses

By Region:

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 – 2016, 2017, 2018

Base year – 2019

Forecast period – 2020 to 2026

Target Audience of the Global Augmented Reality (AR) Gaming 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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Qualcomm Technologies (US)  
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