

# Global Augmented Reality Headsets Market Size study, by Type (Smartphone-Enabled Headsets, Standalone Headsets, Tethered Headsets), by Application (Consumer, Enterprise) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GE9D7C04C3C1EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GE9D7C04C3C1EN

## Abstracts

The Global Augmented Reality Headsets Market was valued at approximately USD 9.16 billion in 2023 and is projected to grow at an impressive CAGR of 40.76% from 2024 to 2032. AR headsets typically incorporate a variety of sensors, cameras, and display technologies to track the user's movements and environment, enabling the real-time integration of computer-generated elements. The market comprises a diverse range of products catering to various consumer and professional needs. Professional-grade AR headsets are extensively used in industries where augmented reality can significantly enhance training, productivity, and overall operational efficiency, such as healthcare, manufacturing, education, and logistics. Key features of AR headsets include high-quality optics, precise tracking, and immersive user interfaces. Prominent products often utilize cutting-edge technologies like eye-tracking, gesture recognition, and simultaneous localization and mapping (SLAM) to facilitate more intuitive and natural interactions between users and digital content.

The Augmented Reality headsets market is a dynamic and rapidly evolving segment of the technology industry, focused on the development, production, and distribution of head-mounted devices that overlay digital information and virtual content onto the user's real-world environment. These advanced wearables are designed to enhance the user's experience of the real world by integrating audio, video, and other sensory inputs generated by computers with their immediate surroundings. The AR headset market is currently experiencing significant growth in both commercial and consumer segments as industries increasingly integrate augmented reality into their operations. Major

companies are focusing on enhancing user experiences, reducing form factors, and exploring new applications to shape the future of this rapidly evolving market. However, High Implementation Costs and data privacy concerns are hampering the market growth.

Key regions considered in the Global Augmented Reality Headsets Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America stands out as the leading region in the Global Augmented Reality Headsets Market. This leadership is primarily driven by several key factors. Firstly, North America is home to major tech giants and pioneers in augmented reality technology development, such as Microsoft with its HoloLens and Magic Leap with its Magic Leap One. These companies have significantly contributed to the advancement and commercialization of AR headsets, fostering a robust ecosystem for innovation and adoption. On the other hand, Asia Pacific is projected to registered fastest growth during the forecast period 2024-2032.

Major market players included in this report are:

Acer Inc.

Apple Inc.

Avegant Corp.

Carl Zeiss AG

Google LLC by Alphabet Inc.

HMD Global Oy

HP Inc.

HTC Corporation

Kopin Corporation

LG Electronics, Inc.

Magic Leap, Inc.

Meta Platforms, Inc.

Microsoft Corporation

NXP Semiconductors N.V.

Samsung Electronics Co., Ltd.

The detailed segments and sub-segment of the market are explained below:

By Type

Smartphone-Enabled Headsets

Standalone Headsets

Tethered Headsets

By Application

Consumer

Enterprise

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia Pacific

China

Japan

India

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

*Global Augmented Reality Headsets Market Size study, by Type (Smartphone-Enabled Headsets, Standalone Headsets...*

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL AUGMENTED REALITY HEADSETS MARKET EXECUTIVE SUMMARY**

- 1.1. Global Augmented Reality Headsets Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Type
  - 1.3.2. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL AUGMENTED REALITY HEADSETS MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL AUGMENTED REALITY HEADSETS MARKET DYNAMICS**

### 3.1. Market Drivers

3.1.1. Rise in demand for immersive technology and object detection among industries

3.1.1.2. Growing awareness about the applications of smart wearables and head-mounted displays (HMD)

3.1.1.3. Increase in investments in augmented reality (AR) technology by the industries and governments

### 3.2. Market Challenges

3.2.1. High Implementation Costs

3.2.2. Integration Complexities

### 3.3. Market Opportunities

3.3.1. Surge in demand from architecture, travel, and tourism sector

3.3.2. Investments in AR headsets research & development

## **CHAPTER 4. GLOBAL AUGMENTED REALITY HEADSETS MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

4.1.1. Bargaining Power of Suppliers

4.1.2. Bargaining Power of Buyers

4.1.3. Threat of New Entrants

4.1.4. Threat of Substitutes

4.1.5. Competitive Rivalry

4.1.6. Futuristic Approach to Porter's 5 Force Model

4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

4.2.1. Political

4.2.2. Economical

4.2.3. Social

4.2.4. Technological

4.2.5. Environmental

4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL AUGMENTED REALITY HEADSETS MARKET SIZE & FORECASTS BY TYPE 2022-2032**

### 5.1. Segment Dashboard

### 5.2. Global Augmented Reality Headsets Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 5.2.1. Smartphone-Enabled Headsets

#### 5.2.2. Standalone Headsets

#### 5.2.3. Tethered Headsets

## **CHAPTER 6. GLOBAL AUGMENTED REALITY HEADSETS MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

### 6.1. Segment Dashboard

### 6.2. Global Augmented Reality Headsets Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 6.2.1. Consumer

#### 6.2.2. Enterprise

## **CHAPTER 7. GLOBAL AUGMENTED REALITY HEADSETS MARKET SIZE & FORECASTS BY REGION 2022-2032**

### 7.1. North America Augmented Reality Headsets Market

#### 7.1.1. U.S. Augmented Reality Headsets Market

##### 7.1.1.1. Type breakdown size & forecasts, 2022-2032

##### 7.1.1.2. Application breakdown size & forecasts, 2022-2032

#### 7.1.2. Canada Augmented Reality Headsets Market

##### 7.1.2.1. Type breakdown size & forecasts, 2022-2032

##### 7.1.2.2. Application breakdown size & forecasts, 2022-2032

### 7.2. Europe Augmented Reality Headsets Market

#### 7.2.1. UK Augmented Reality Headsets Market

#### 7.2.2. Germany Augmented Reality Headsets Market

#### 7.2.3. France Augmented Reality Headsets Market

#### 7.2.4. Italy Augmented Reality Headsets Market

#### 7.2.5. Spain Augmented Reality Headsets Market

#### 7.2.6. Rest of Europe Augmented Reality Headsets Market

### 7.3. Asia-Pacific Augmented Reality Headsets Market

#### 7.3.1. China Augmented Reality Headsets Market

#### 7.3.2. Japan Augmented Reality Headsets Market

#### 7.3.3. India Augmented Reality Headsets Market

#### 7.3.4. Australia Augmented Reality Headsets Market



- 7.3.5. South Korea Augmented Reality Headsets Market
- 7.3.6. Rest of Asia Pacific Augmented Reality Headsets Market
- 7.4. Latin America Augmented Reality Headsets Market
  - 7.4.1. Brazil Augmented Reality Headsets Market
  - 7.4.2. Mexico Augmented Reality Headsets Market
  - 7.4.3. Rest of Latin America Augmented Reality Headsets Market
- 7.5. Middle East & Africa Augmented Reality Headsets Market
  - 7.5.1. Saudi Arabia Augmented Reality Headsets Market
  - 7.5.2. South Africa Augmented Reality Headsets Market
  - 7.5.3. Rest of Middle East & Africa Augmented Reality Headsets Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Key Company SWOT Analysis
  - 8.1.1. Company
  - 8.1.2. Company
  - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. Acer Inc.
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Market Strategies
  - 8.3.2. Apple Inc.
  - 8.3.3. Avegant Corp.
  - 8.3.4. Carl Zeiss AG
  - 8.3.5. Google LLC by Alphabet Inc.
  - 8.3.6. HMD Global Oy
  - 8.3.7. HP Inc.
  - 8.3.8. HTC Corporation
  - 8.3.9. Kopin Corporation
  - 8.3.10. LG Electronics, Inc.
  - 8.3.11. Magic Leap, Inc.
  - 8.3.12. Meta Platforms, Inc.
  - 8.3.13. Microsoft Corporation
  - 8.3.14. NXP Semiconductors N.V.
  - 8.3.15. Samsung Electronics Co., Ltd.

## **CHAPTER 9. RESEARCH PROCESS**

### 9.1. Research Process

#### 9.1.1. Data Mining

#### 9.1.2. Analysis

#### 9.1.3. Market Estimation

#### 9.1.4. Validation

#### 9.1.5. Publishing

### 9.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Augmented Reality Headsets Market, report scope

TABLE 2. Global Augmented Reality Headsets Market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Augmented Reality Headsets Market estimates & forecasts by Type 2022-2032 (USD Billion)

TABLE 4. Global Augmented Reality Headsets Market estimates & forecasts by Application 2022-2032 (USD Billion)

TABLE 5. Global Augmented Reality Headsets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 6. Global Augmented Reality Headsets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Augmented Reality Headsets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Augmented Reality Headsets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Augmented Reality Headsets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Augmented Reality Headsets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Augmented Reality Headsets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Augmented Reality Headsets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Augmented Reality Headsets Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Augmented Reality Headsets Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Augmented Reality Headsets Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Augmented Reality Headsets Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Augmented Reality Headsets Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Augmented Reality Headsets Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Augmented Reality Headsets Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. Canada Augmented Reality Headsets Market estimates & forecasts by segment 2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Augmented Reality Headsets Market, research methodology
- FIG 2. Global Augmented Reality Headsets Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Augmented Reality Headsets Market, key trends 2023
- FIG 5. Global Augmented Reality Headsets Market, growth prospects 2022-2032
- FIG 6. Global Augmented Reality Headsets Market, porters 5 force model
- FIG 7. Global Augmented Reality Headsets Market, PESTEL analysis
- FIG 8. Global Augmented Reality Headsets Market, value chain analysis
- FIG 9. Global Augmented Reality Headsets Market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Augmented Reality Headsets Market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Augmented Reality Headsets Market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Augmented Reality Headsets Market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Augmented Reality Headsets Market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Augmented Reality Headsets Market, regional snapshot 2022 & 2032
- FIG 15. North America Augmented Reality Headsets Market 2022 & 2032 (USD Billion)
- FIG 16. Europe Augmented Reality Headsets Market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Augmented Reality Headsets Market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Augmented Reality Headsets Market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Augmented Reality Headsets Market 2022 & 2032 (USD Billion)
- FIG 20. Global Augmented Reality Headsets Market, company market share analysis (2023)

.....

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

## I would like to order

Product name: Global Augmented Reality Headsets Market Size study, by Type (Smartphone-Enabled Headsets, Standalone Headsets, Tethered Headsets), by Application (Consumer, Enterprise) and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/GE9D7C04C3C1EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE9D7C04C3C1EN.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