

# **Global Augmented Reality Market Size study&Forecast, by Component (Hardware, Software) by Display (HMD & smart glass, HUD, Handheld devices), by Application (Aerospace & Defense, Automotive, Education, E-Commerce & Retail, Gaming & Entertainment, Healthcare, Industrial & Manufacturing, Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Augmented Reality Market is valued at approximately USD25.33 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 40.9% over the forecast period 2022-2029. Augmented Reality is a technology that enhances the users virtual experience of real world through adding sound, effects and graphics. It is a growing trend due to its wider use in a number of applications. AR gives an excellent experience to its user through the combination of the physical and virtual world. Accurate interactions are made in real-time with 3D identification of real and virtual objects. Additionally, COVID-19 laid a positive impact on the augmented reality (AR) market and the wider use of AR in several industries is driving the demand.

The growth of augmented reality (AR) is seen in several applications by providing experience using 2D/3D models, AR books, and AR games. The highest demand is witnessed by the healthcare industry, the adoption of 3D imaging technology is driving the demand for augmented reality. In 2017 the total market share for the 3D imaging industry accounted to be around USD 800 million. In 2020 it was projected that several hospitals adopted AR Devices for aiding patients. AR Technology in construction, architectural and consumer application is evolving rapidly. The uncertain

pandemic led to a positive effect on the market growth of augmented reality. The businesses turned to remote and online work further creating a demand for AR. For instance, during the pandemic, the U.S. employee number working from home increased to 44%. Moreover, increasing investments in augmented reality and continuous advancements and formulation are boosting the market demand. However, the harmful effects of excessive use of Augmented Reality stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Augmented Reality Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market with a market share of 33.9%. This region is a fast adopter of new technologies in gaming and entertainment applications. The rising interest of individuals in augmented reality (AR) experience is playing a major role. Asia-Pacific is anticipated to be the fastest-growing region due to the increasing adoption of AR technologies and AR-based solutions. During the pandemic, healthcare experts shifted to AR technologies in order to trace and aid patients. It improved the patients' surveillance through live video streaming and face time.

Major market player included in this report are:

Microsoft Corporation

Google LLC

Apple, Inc.

Sony Corporation

Blippar Limited BLIPPAR COM INDIA PRIVATE LIMITED

Infinity Augmented Reality Limited

Niantic, Inc.

Zappar Limited.

Qualcomm Technologies, Inc.

Wikitude GmbH

Recent Developments in the Market:

In February 2022, Microsoft partnered with Qualcomm to produce industry-first chip to cloud solutions for private organizations to easily implement private 5G networks globally.

In March 2021, a new product was launched 'Microsoft Mesh' by Microsoft. This allows its user to interact and share experiences from anywhere across an AR meeting space.

Global Augmented Reality Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Component, Display, Application, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Component offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Hardware

Software

By Display:

HMD & smart glass

HUD

Handheld devices

By Application:

Aerospace & Defense

Automotive

Education

E-Commerce & Retail

Gaming & Entertainment

Healthcare

Industrial & Manufacturing

Others

By Region:

North America

U.S.

Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
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Rest of the World

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