

Global Extended Reality (XR) Market Size study, by Solution (Consumer Engagement and Business Engagement), by End-User Industry (Education, Retail, Industrial & Manufacturing, Healthcare and others), by Application (Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR)) and Regional Forecasts 2020-2026

<https://marketpublishers.com/r/G9BC008C492AEN.html>

Date: May 2020

Pages: 200

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

ID: G9BC008C492AEN

Abstracts

Global Extended Reality (XR) Market is valued approximately USD XXX Billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2019-2026. Extended Reality is an umbrella term that encompasses both augmented reality and virtual reality, therefore covers a full spectrum of real and virtual environments. XR experience caters to business issues and creates innovative solutions to add efficiency and increase productivity to meet critical client need. The Extended reality is gaining large demand from healthcare sectors therefore global spread of COVID-19 Virus will drive the growth of market over the forecast years due to its inherent features. As it helps in developing innovative healthcare solutions and providing advent of efficiency and productivity to healthcare professionals in various clinical and research methodology. Along with healthcare, the Extended reality is having large usage in various end use industries such as gaming, movie & entertainment, retail, and tourism etc. For instance: as per Jabil Inc., XR has over 76% of usage in gaming industries, 60% of usage in movie & entertainment, 34% in retail and over 30% of usage in tourism etc. However, Security and Privacy Issues Associated with Augmented Reality is the factor limits the growth of market over the forecast years.

The regional analysis of global Extended Reality (XR) 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 owing to the rapid growth in technological advancement & innovation within the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026. Factors such as rising demand of Extended reality from various end-use industries such as Healthcare, gaming, education & retail etc. in the region would create lucrative growth prospects for the Extended Reality (XR) market across Asia-Pacific region.

Major market player included in this report are:

Acer Inc.
Augmedix
Aurasma
Blippar.com Limited
Catchoom
DAQR
Dell Technologies Inc.
Facebook Inc.
Google LLC
HP Development Company LP

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 Technology offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Solution:

Consumer Engagement
Business Engagement

By Application:

Virtual Reality (VR)
Augmented Reality (AR)
Mixed Reality (MR)

By End-User Industry:

Education
Retail
Industrial & Manufacturing
Healthcare
Others

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 Extended Reality (XR) 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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Augmedix
Aurasma
Blippar.com Limited
Catchoom
DAQR
Dell Technologies Inc.
Facebook Inc.
Google LLC
HP Development Company LP

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