

Global Mobile 3D Market Size study & Forecast, by Type (Smartphones, Notebooks, Tablets, Others), by Application (Mobile Gaming, Animation, Advertisement, Map and Navigation, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Mobile 3D Market is valued at approximately USD 64.8 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 20.4 % over the forecast period 2023-2030. The mobile 3D market pertains to concentrating on the creation, distribution, and consumption of 3D content on mobile devices such as smartphones and tablets. This market includes a wide range of components, covering various aspects. 3D graphics, augmented reality, virtual reality, and other immersive technologies aimed at enhancing the visual experience on mobile devices. The Mobile 3D Market is expanding because of factors such as, increasing penetration of smartphones and rising demand for 3D animation. Moreover, the mobile 3D market has been greatly influenced by the growing penetration of smartphones. This surge in smartphone usage has resulted in a larger user base showing interest in mobile 3D applications, driven by the simultaneous increase in internet penetration. Its importance has progressively increased during the last few decades.

According to Statista in 2022, it was estimated that the global smartphone penetration rate stood at 68 percent. The forecast suggests that the global smartphone user base may experience a steady increase from 2023 to 2028, adding a total of 910.3 million users, which represents a growth rate of 17.33 percent. By the end of this period, after five consecutive years of growth, it is estimated that the number of smartphone users worldwide may reach 6.2 billion, marking a new peak in 2028. The increasing demand for 3D animation has played a crucial role in shaping the mobile 3D market. This can be

attributed to the rising adoption of visual effects technology in the film industry, as well as the growing demand for 3D mobile applications and games. According to Statista, the global 3D animation market was estimated to reach a value of approximately USD 18 billion in 2022, reflecting a growth of 10.8% compared to the previous year's figure of USD 16.2 billion. The market was anticipated to maintain its upward trend and exceed USD 27 billion by 2026. In addition, rising technological advancements in the mobile 3D and expansion of gaming industry would create a lucrative growth opportunity. However, high technology costs and high-power consumption stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Mobile 3D Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific region is dominate the market during the forecast period, owing to the, growing population, high demand for mobile devices, and increased adoption of Mobile 3D technologies in the region. Asia Pacific is also fastest growing region during the forecast period owing to the factors such as, increased adoption of smartphones, the growth of gaming industries, rapid digitalization, and the increasing adoption of advanced technologies.

Major market player included in this report are:

Samsung Electronics Co Ltd

NVidia Corporation

Sharp Corporation

Apple Inc.

High Tech Computer Corporation

Minnesota Mining and Manufacturing

Amazon.Com, Inc.

Toshiba Corporation

Hitachi, Ltd.

Nokia Corporation

Recent Developments in the Market:

In March 2023, ZTE introduced the nubia pad 3D, a tablet that brings glass-less 3D visuals to users. This product is the result of a collaboration between ZTE and Leia Inc. The tablet is capable of showcasing native 3D content and can convert 2D content into 3D in real time. In addition, Leia may supply pre-installed 3D games and educational applications. The nubia pad 3D operates on the Android 13 operating system and utilizes the Snapdragon 888 SoC for enhanced processing speed.

In January 2023, Asus unveiled a new glass-free 3D OLED technology that supports

Spatial Vision. One of the unique selling points of this product is its ability to allow two people to simultaneously use Asus panels. The ASUS Spatial Vision Hub combines this glasses-free 3D OLED technology with exclusive apps, providing users with the ability to watch 3D videos and movies, play 3D games, and engage in 3D model visualization or content creation. Furthermore, it opens up limitless possibilities for developers to create their own ecosystems.

Global Mobile 3D Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered – Type, Applications, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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

By Type:

Smartphones

Notebooks

Tablets

Others

By Applications:

Mobile Gaming

Animation

Advertisement
Map and Navigation
Others

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

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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