

# **Global Augmented Reality and Virtual Reality Component Market Research Report 2024(Status and Outlook)**

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## **Abstracts**

### **Report Overview**

Augmented reality (AR) is a technology that layers computer-generated enhancements atop an existing reality in order to make it more meaningful through the ability to interact with it. whereas Virtual reality (VR) can be defined as an artificial, computer-generated simulation or recreation of a real life environment or situation which immerses the user by making them feel like they are experiencing the simulated reality firsthand, primarily by stimulating their vision and hearing.

This report provides a deep insight into the global Augmented Reality and Virtual Reality Component market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Augmented Reality and Virtual Reality Component Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Augmented Reality and Virtual Reality Component market in any manner.

## Global Augmented Reality and Virtual Reality Component Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Blippar

Daqri

Eon Reality

Google

Himax Technologies

Intel

Magic Leap

Meta

Microsoft

Facebook

Osterhout Design Group (ODG)

PTC

Samsung Electronics

Sony

Vuzix

Market Segmentation (by Type)

Hardware Component

Semiconductor Component

Software Component

Market Segmentation (by Application)

Consumer

Aerospace & Defense

Medical

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Augmented Reality and Virtual Reality Component Market

Overview of the regional outlook of the Augmented Reality and Virtual Reality Component Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the

Augmented Reality and Virtual Reality Component Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Augmented Reality and Virtual Reality Component
- 1.2 Key Market Segments
  - 1.2.1 Augmented Reality and Virtual Reality Component Segment by Type
  - 1.2.2 Augmented Reality and Virtual Reality Component Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT MARKET OVERVIEW**

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Augmented Reality and Virtual Reality Component Revenue Market Share by Company (2019-2024)
- 3.2 Augmented Reality and Virtual Reality Component Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Augmented Reality and Virtual Reality Component Market Size Sites, Area Served, Product Type
- 3.4 Augmented Reality and Virtual Reality Component Market Competitive Situation and Trends
  - 3.4.1 Augmented Reality and Virtual Reality Component Market Concentration Rate
  - 3.4.2 Global 5 and 10 Largest Augmented Reality and Virtual Reality Component Players Market Share by Revenue
  - 3.4.3 Mergers & Acquisitions, Expansion

## **4 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT VALUE CHAIN ANALYSIS**

- 4.1 Augmented Reality and Virtual Reality Component Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 Mergers & Acquisitions
  - 5.5.2 Expansions
  - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Augmented Reality and Virtual Reality Component Market Size Market Share by Type (2019-2024)
- 6.3 Global Augmented Reality and Virtual Reality Component Market Size Growth Rate by Type (2019-2024)

## **7 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Augmented Reality and Virtual Reality Component Market Size (M USD) by Application (2019-2024)
- 7.3 Global Augmented Reality and Virtual Reality Component Market Size Growth Rate by Application (2019-2024)

## **8 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT MARKET**



## SEGMENTATION BY REGION

### 8.1 Global Augmented Reality and Virtual Reality Component Market Size by Region

#### 8.1.1 Global Augmented Reality and Virtual Reality Component Market Size by Region

#### 8.1.2 Global Augmented Reality and Virtual Reality Component Market Size Market Share by Region

### 8.2 North America

#### 8.2.1 North America Augmented Reality and Virtual Reality Component Market Size by Country

##### 8.2.2 U.S.

##### 8.2.3 Canada

##### 8.2.4 Mexico

### 8.3 Europe

#### 8.3.1 Europe Augmented Reality and Virtual Reality Component Market Size by Country

##### 8.3.2 Germany

##### 8.3.3 France

##### 8.3.4 U.K.

##### 8.3.5 Italy

##### 8.3.6 Russia

### 8.4 Asia Pacific

#### 8.4.1 Asia Pacific Augmented Reality and Virtual Reality Component Market Size by Region

##### 8.4.2 China

##### 8.4.3 Japan

##### 8.4.4 South Korea

##### 8.4.5 India

##### 8.4.6 Southeast Asia

### 8.5 South America

#### 8.5.1 South America Augmented Reality and Virtual Reality Component Market Size by Country

##### 8.5.2 Brazil

##### 8.5.3 Argentina

##### 8.5.4 Columbia

### 8.6 Middle East and Africa

#### 8.6.1 Middle East and Africa Augmented Reality and Virtual Reality Component Market Size by Region

##### 8.6.2 Saudi Arabia

##### 8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILE**

### **9.1 Blippar**

9.1.1 Blippar Augmented Reality and Virtual Reality Component Basic Information

9.1.2 Blippar Augmented Reality and Virtual Reality Component Product Overview

9.1.3 Blippar Augmented Reality and Virtual Reality Component Product Market Performance

9.1.4 Blippar Augmented Reality and Virtual Reality Component SWOT Analysis

9.1.5 Blippar Business Overview

9.1.6 Blippar Recent Developments

### **9.2 Daqri**

9.2.1 Daqri Augmented Reality and Virtual Reality Component Basic Information

9.2.2 Daqri Augmented Reality and Virtual Reality Component Product Overview

9.2.3 Daqri Augmented Reality and Virtual Reality Component Product Market Performance

9.2.4 Daqri Augmented Reality and Virtual Reality Component SWOT Analysis

9.2.5 Daqri Business Overview

9.2.6 Daqri Recent Developments

### **9.3 Eon Reality**

9.3.1 Eon Reality Augmented Reality and Virtual Reality Component Basic Information

9.3.2 Eon Reality Augmented Reality and Virtual Reality Component Product Overview

9.3.3 Eon Reality Augmented Reality and Virtual Reality Component Product Market Performance

9.3.4 Eon Reality Augmented Reality and Virtual Reality Component SWOT Analysis

9.3.5 Eon Reality Business Overview

9.3.6 Eon Reality Recent Developments

### **9.4 Google**

9.4.1 Google Augmented Reality and Virtual Reality Component Basic Information

9.4.2 Google Augmented Reality and Virtual Reality Component Product Overview

9.4.3 Google Augmented Reality and Virtual Reality Component Product Market Performance

9.4.4 Google Business Overview

9.4.5 Google Recent Developments

### **9.5 Himax Technologies**

9.5.1 Himax Technologies Augmented Reality and Virtual Reality Component Basic

## Information

9.5.2 Himax Technologies Augmented Reality and Virtual Reality Component Product Overview

9.5.3 Himax Technologies Augmented Reality and Virtual Reality Component Product Market Performance

9.5.4 Himax Technologies Business Overview

9.5.5 Himax Technologies Recent Developments

## 9.6 Intel

9.6.1 Intel Augmented Reality and Virtual Reality Component Basic Information

9.6.2 Intel Augmented Reality and Virtual Reality Component Product Overview

9.6.3 Intel Augmented Reality and Virtual Reality Component Product Market Performance

9.6.4 Intel Business Overview

9.6.5 Intel Recent Developments

## 9.7 Magic Leap

9.7.1 Magic Leap Augmented Reality and Virtual Reality Component Basic Information

9.7.2 Magic Leap Augmented Reality and Virtual Reality Component Product Overview

9.7.3 Magic Leap Augmented Reality and Virtual Reality Component Product Market Performance

9.7.4 Magic Leap Business Overview

9.7.5 Magic Leap Recent Developments

## 9.8 Meta

9.8.1 Meta Augmented Reality and Virtual Reality Component Basic Information

9.8.2 Meta Augmented Reality and Virtual Reality Component Product Overview

9.8.3 Meta Augmented Reality and Virtual Reality Component Product Market Performance

9.8.4 Meta Business Overview

9.8.5 Meta Recent Developments

## 9.9 Microsoft

9.9.1 Microsoft Augmented Reality and Virtual Reality Component Basic Information

9.9.2 Microsoft Augmented Reality and Virtual Reality Component Product Overview

9.9.3 Microsoft Augmented Reality and Virtual Reality Component Product Market Performance

9.9.4 Microsoft Business Overview

9.9.5 Microsoft Recent Developments

## 9.10 Facebook

9.10.1 Facebook Augmented Reality and Virtual Reality Component Basic Information

9.10.2 Facebook Augmented Reality and Virtual Reality Component Product Overview

9.10.3 Facebook Augmented Reality and Virtual Reality Component Product Market

## Performance

### 9.10.4 Facebook Business Overview

### 9.10.5 Facebook Recent Developments

## 9.11 Osterhout Design Group (ODG)

### 9.11.1 Osterhout Design Group (ODG) Augmented Reality and Virtual Reality

#### Component Basic Information

### 9.11.2 Osterhout Design Group (ODG) Augmented Reality and Virtual Reality

#### Component Product Overview

### 9.11.3 Osterhout Design Group (ODG) Augmented Reality and Virtual Reality

#### Component Product Market Performance

### 9.11.4 Osterhout Design Group (ODG) Business Overview

### 9.11.5 Osterhout Design Group (ODG) Recent Developments

## 9.12 PTC

### 9.12.1 PTC Augmented Reality and Virtual Reality Component Basic Information

### 9.12.2 PTC Augmented Reality and Virtual Reality Component Product Overview

### 9.12.3 PTC Augmented Reality and Virtual Reality Component Product Market

## Performance

### 9.12.4 PTC Business Overview

### 9.12.5 PTC Recent Developments

## 9.13 Samsung Electronics

### 9.13.1 Samsung Electronics Augmented Reality and Virtual Reality Component Basic Information

### 9.13.2 Samsung Electronics Augmented Reality and Virtual Reality Component Product Overview

### 9.13.3 Samsung Electronics Augmented Reality and Virtual Reality Component Product Market Performance

### 9.13.4 Samsung Electronics Business Overview

### 9.13.5 Samsung Electronics Recent Developments

## 9.14 Sony

### 9.14.1 Sony Augmented Reality and Virtual Reality Component Basic Information

### 9.14.2 Sony Augmented Reality and Virtual Reality Component Product Overview

### 9.14.3 Sony Augmented Reality and Virtual Reality Component Product Market

## Performance

### 9.14.4 Sony Business Overview

### 9.14.5 Sony Recent Developments

## 9.15 Vuzix

### 9.15.1 Vuzix Augmented Reality and Virtual Reality Component Basic Information

### 9.15.2 Vuzix Augmented Reality and Virtual Reality Component Product Overview

### 9.15.3 Vuzix Augmented Reality and Virtual Reality Component Product Market

## Performance

9.15.4 Vuzix Business Overview

9.15.5 Vuzix Recent Developments

## **10 AUGMENTED REALITY AND VIRTUAL REALITY COMPONENT REGIONAL MARKET FORECAST**

10.1 Global Augmented Reality and Virtual Reality Component Market Size Forecast

10.2 Global Augmented Reality and Virtual Reality Component Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Augmented Reality and Virtual Reality Component Market Size Forecast by Country

10.2.3 Asia Pacific Augmented Reality and Virtual Reality Component Market Size Forecast by Region

10.2.4 South America Augmented Reality and Virtual Reality Component Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Augmented Reality and Virtual Reality Component by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global Augmented Reality and Virtual Reality Component Market Forecast by Type (2025-2030)

11.2 Global Augmented Reality and Virtual Reality Component Market Forecast by Application (2025-2030)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Augmented Reality and Virtual Reality Component Market Size Comparison by Region (M USD)

Table 5. Global Augmented Reality and Virtual Reality Component Revenue (M USD) by Company (2019-2024)

Table 6. Global Augmented Reality and Virtual Reality Component Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Augmented Reality and Virtual Reality Component as of 2022)

Table 8. Company Augmented Reality and Virtual Reality Component Market Size Sites and Area Served

Table 9. Company Augmented Reality and Virtual Reality Component Product Type

Table 10. Global Augmented Reality and Virtual Reality Component Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Augmented Reality and Virtual Reality Component

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Augmented Reality and Virtual Reality Component Market Challenges

Table 18. Global Augmented Reality and Virtual Reality Component Market Size by Type (M USD)

Table 19. Global Augmented Reality and Virtual Reality Component Market Size (M USD) by Type (2019-2024)

Table 20. Global Augmented Reality and Virtual Reality Component Market Size Share by Type (2019-2024)

Table 21. Global Augmented Reality and Virtual Reality Component Market Size Growth Rate by Type (2019-2024)

Table 22. Global Augmented Reality and Virtual Reality Component Market Size by Application

Table 23. Global Augmented Reality and Virtual Reality Component Market Size by Application (2019-2024) & (M USD)



Table 24. Global Augmented Reality and Virtual Reality Component Market Share by Application (2019-2024)

Table 25. Global Augmented Reality and Virtual Reality Component Market Size Growth Rate by Application (2019-2024)

Table 26. Global Augmented Reality and Virtual Reality Component Market Size by Region (2019-2024) & (M USD)

Table 27. Global Augmented Reality and Virtual Reality Component Market Size Market Share by Region (2019-2024)

Table 28. North America Augmented Reality and Virtual Reality Component Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Augmented Reality and Virtual Reality Component Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Augmented Reality and Virtual Reality Component Market Size by Region (2019-2024) & (M USD)

Table 31. South America Augmented Reality and Virtual Reality Component Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Augmented Reality and Virtual Reality Component Market Size by Region (2019-2024) & (M USD)

Table 33. Blippar Augmented Reality and Virtual Reality Component Basic Information

Table 34. Blippar Augmented Reality and Virtual Reality Component Product Overview

Table 35. Blippar Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Blippar Augmented Reality and Virtual Reality Component SWOT Analysis

Table 37. Blippar Business Overview

Table 38. Blippar Recent Developments

Table 39. Daqri Augmented Reality and Virtual Reality Component Basic Information

Table 40. Daqri Augmented Reality and Virtual Reality Component Product Overview

Table 41. Daqri Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Daqri Augmented Reality and Virtual Reality Component SWOT Analysis

Table 43. Daqri Business Overview

Table 44. Daqri Recent Developments

Table 45. Eon Reality Augmented Reality and Virtual Reality Component Basic Information

Table 46. Eon Reality Augmented Reality and Virtual Reality Component Product Overview

Table 47. Eon Reality Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Eon Reality Augmented Reality and Virtual Reality Component SWOT

## Analysis

Table 49. Eon Reality Business Overview

Table 50. Eon Reality Recent Developments

Table 51. Google Augmented Reality and Virtual Reality Component Basic Information

Table 52. Google Augmented Reality and Virtual Reality Component Product Overview

Table 53. Google Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Google Business Overview

Table 55. Google Recent Developments

Table 56. Himax Technologies Augmented Reality and Virtual Reality Component Basic Information

Table 57. Himax Technologies Augmented Reality and Virtual Reality Component Product Overview

Table 58. Himax Technologies Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Himax Technologies Business Overview

Table 60. Himax Technologies Recent Developments

Table 61. Intel Augmented Reality and Virtual Reality Component Basic Information

Table 62. Intel Augmented Reality and Virtual Reality Component Product Overview

Table 63. Intel Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 64. Intel Business Overview

Table 65. Intel Recent Developments

Table 66. Magic Leap Augmented Reality and Virtual Reality Component Basic Information

Table 67. Magic Leap Augmented Reality and Virtual Reality Component Product Overview

Table 68. Magic Leap Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Magic Leap Business Overview

Table 70. Magic Leap Recent Developments

Table 71. Meta Augmented Reality and Virtual Reality Component Basic Information

Table 72. Meta Augmented Reality and Virtual Reality Component Product Overview

Table 73. Meta Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Meta Business Overview

Table 75. Meta Recent Developments

Table 76. Microsoft Augmented Reality and Virtual Reality Component Basic Information



Table 77. Microsoft Augmented Reality and Virtual Reality Component Product Overview

Table 78. Microsoft Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 79. Microsoft Business Overview

Table 80. Microsoft Recent Developments

Table 81. Facebook Augmented Reality and Virtual Reality Component Basic Information

Table 82. Facebook Augmented Reality and Virtual Reality Component Product Overview

Table 83. Facebook Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 84. Facebook Business Overview

Table 85. Facebook Recent Developments

Table 86. Osterhout Design Group (ODG) Augmented Reality and Virtual Reality Component Basic Information

Table 87. Osterhout Design Group (ODG) Augmented Reality and Virtual Reality Component Product Overview

Table 88. Osterhout Design Group (ODG) Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 89. Osterhout Design Group (ODG) Business Overview

Table 90. Osterhout Design Group (ODG) Recent Developments

Table 91. PTC Augmented Reality and Virtual Reality Component Basic Information

Table 92. PTC Augmented Reality and Virtual Reality Component Product Overview

Table 93. PTC Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 94. PTC Business Overview

Table 95. PTC Recent Developments

Table 96. Samsung Electronics Augmented Reality and Virtual Reality Component Basic Information

Table 97. Samsung Electronics Augmented Reality and Virtual Reality Component Product Overview

Table 98. Samsung Electronics Augmented Reality and Virtual Reality Component Revenue (M USD) and Gross Margin (2019-2024)

Table 99. Samsung Electronics Business Overview

Table 100. Samsung Electronics Recent Developments

Table 101. Sony Augmented Reality and Virtual Reality Component Basic Information

Table 102. Sony Augmented Reality and Virtual Reality Component Product Overview

Table 103. Sony Augmented Reality and Virtual Reality Component Revenue (M USD)

and Gross Margin (2019-2024)

Table 104. Sony Business Overview

Table 105. Sony Recent Developments

Table 106. Vuzix Augmented Reality and Virtual Reality Component Basic Information

Table 107. Vuzix Augmented Reality and Virtual Reality Component Product Overview

Table 108. Vuzix Augmented Reality and Virtual Reality Component Revenue (M USD)  
and Gross Margin (2019-2024)

Table 109. Vuzix Business Overview

Table 110. Vuzix Recent Developments

Table 111. Global Augmented Reality and Virtual Reality Component Market Size  
Forecast by Region (2025-2030) & (M USD)

Table 112. North America Augmented Reality and Virtual Reality Component Market  
Size Forecast by Country (2025-2030) & (M USD)

Table 113. Europe Augmented Reality and Virtual Reality Component Market Size  
Forecast by Country (2025-2030) & (M USD)

Table 114. Asia Pacific Augmented Reality and Virtual Reality Component Market Size  
Forecast by Region (2025-2030) & (M USD)

Table 115. South America Augmented Reality and Virtual Reality Component Market  
Size Forecast by Country (2025-2030) & (M USD)

Table 116. Middle East and Africa Augmented Reality and Virtual Reality Component  
Market Size Forecast by Country (2025-2030) & (M USD)

Table 117. Global Augmented Reality and Virtual Reality Component Market Size  
Forecast by Type (2025-2030) & (M USD)

Table 118. Global Augmented Reality and Virtual Reality Component Market Size  
Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Industrial Chain of Augmented Reality and Virtual Reality Component

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Augmented Reality and Virtual Reality Component Market Size (M USD), 2019-2030

Figure 5. Global Augmented Reality and Virtual Reality Component Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Augmented Reality and Virtual Reality Component Market Size by Country (M USD)

Figure 10. Global Augmented Reality and Virtual Reality Component Revenue Share by Company in 2023

Figure 11. Augmented Reality and Virtual Reality Component Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Augmented Reality and Virtual Reality Component Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Augmented Reality and Virtual Reality Component Market Share by Type

Figure 15. Market Size Share of Augmented Reality and Virtual Reality Component by Type (2019-2024)

Figure 16. Market Size Market Share of Augmented Reality and Virtual Reality Component by Type in 2022

Figure 17. Global Augmented Reality and Virtual Reality Component Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Augmented Reality and Virtual Reality Component Market Share by Application

Figure 20. Global Augmented Reality and Virtual Reality Component Market Share by Application (2019-2024)

Figure 21. Global Augmented Reality and Virtual Reality Component Market Share by Application in 2022

Figure 22. Global Augmented Reality and Virtual Reality Component Market Size

Growth Rate by Application (2019-2024)

Figure 23. Global Augmented Reality and Virtual Reality Component Market Size  
Market Share by Region (2019-2024)

Figure 24. North America Augmented Reality and Virtual Reality Component Market  
Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Augmented Reality and Virtual Reality Component Market  
Size Market Share by Country in 2023

Figure 26. U.S. Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Augmented Reality and Virtual Reality Component Market Size (M  
USD) and Growth Rate (2019-2024)

Figure 28. Mexico Augmented Reality and Virtual Reality Component Market Size  
(Units) and Growth Rate (2019-2024)

Figure 29. Europe Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Augmented Reality and Virtual Reality Component Market Size  
Market Share by Country in 2023

Figure 31. Germany Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 32. France Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Augmented Reality and Virtual Reality Component Market Size  
and Growth Rate (M USD)

Figure 37. Asia Pacific Augmented Reality and Virtual Reality Component Market Size  
Market Share by Region in 2023

Figure 38. China Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Augmented Reality and Virtual Reality Component Market Size  
and Growth Rate (2019-2024) & (M USD)

Figure 41. India Augmented Reality and Virtual Reality Component Market Size and  
Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Augmented Reality and Virtual Reality Component Market Size and Growth Rate (M USD)

Figure 44. South America Augmented Reality and Virtual Reality Component Market Size Market Share by Country in 2023

Figure 45. Brazil Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Augmented Reality and Virtual Reality Component Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Augmented Reality and Virtual Reality Component Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Augmented Reality and Virtual Reality Component Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Augmented Reality and Virtual Reality Component Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Augmented Reality and Virtual Reality Component Market Share Forecast by Type (2025-2030)

Figure 57. Global Augmented Reality and Virtual Reality Component Market Share Forecast by Application (2025-2030)

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