

# Eye Tracking Market - 2025-2033

<https://marketpublishers.com/r/E8CB8FE48D1BEN.html>

Date: March 2026

Pages: 181

Price: US\$ 2,999.00 (Single User License)

ID: E8CB8FE48D1BEN

## Abstracts

The Eye Tracking Market was valued at US\$ 1.07 billion in 2025 and is anticipated to reach US\$ 6.38 billion by 2033, at a CAGR of 0.25 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Eye Tracking Market.

This report delivers a comprehensive overview of the Eye Tracking Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Eye Tracking Market. The Eye Tracking Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2025–2033.

Eye Tracking Market Scope:

By Offerings

Hardware

Software

Services

## By Tracking Type

Remote or Screen-Based Eye Tracking

Wearable Eye Tracking

Embedded Eye-Tracking Modules

## By Application

Research & Usability Testing

Healthcare and Medical Diagnostics

Marketing and Advertising

Automotive

Retail Analytics

Augmented Reality or Virtual Reality (AR or VR) and Gaming

Aerospace and Defense

Education and Training

Assistive Communication

Others

## Key Players

Tobii AB

Seeing Machines Ltd.

## Major Highlights

This report delivers a comprehensive overview of the Eye Tracking Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Eye Tracking Market. The Eye Tracking Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2025–2033.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

## Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

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

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

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

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## Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

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