

# **Augmented Reality and Virtual Reality Market with COVID-19 Impact Analysis by Offering (Hardware & Software), Device Type (HMD, HUD, Gesture Tracking), Application (Enterprise, Consumer, Commercial, Healthcare), and Geography - Global Forecast to 2030**

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## **Abstracts**

### Market Overview

Fatpos Global has released a report titled Augmented Reality and Virtual Reality Market - Analysis of Market Size, Share & Trends for 2014 - 2020 and Forecasts to 2031. According to a study by Fatpos Global, is anticipated to reach USD 15.3 billion in 2020 to USD 77.0 billion by 2030; it is expected to grow at a CAGR of 38.1% from 2020 to 2030.. According to the report, emphasizes on the detailed understanding of some decisive factors such as size, share, sales, forecast trends, supply, production, demands, industry and CAGR in order to provide a comprehensive outlook of the global market

### Augmented Reality and Virtual Reality Market Market: Key Players

Google (US),  
PTC (US),  
Apple (US),  
Sony (Japan),  
Samsung Electronics (South Korea),  
Microsoft (US),  
HTC (Taiwan),  
Oculus (US),  
Seiko Epson (Japan),  
Lenovo (China),

Wikitude (Austria),  
Magic Leap (US),  
Blippar (UK),  
Upskill (US),  
MAXST (South Korea),  
EON Reality (US),  
Vuzix (US),  
CyberGlove Systems (US),  
Leap Motion (US), and  
Sixense Enterprises (US)

### Segmentation

This report categorizes the augmented reality and virtual reality market based on type, offering, device type, application, and geography.

### Augmented Reality and Virtual Reality Market, by Technology:

Augmented Reality

Marker-based (Passive Marker, Active Marker)

Markerless (Model-based, Image Processing-based)

Anchor-based

Virtual Reality

Nonimmersive

Semi- and Fully Immersive

### Augmented Reality and Virtual Reality Market, by Offering:

Hardware

Sensors

Semiconductor Components

Displays and Projectors

Position Trackers

Cameras

Others (Computer/video generator and combiner)

Software

Software Development Kits

Cloud-Based Services

AR Software Functions

VR Content Creation

### Augmented Reality and Virtual Reality Market, by Device Type:

Augmented Reality

Head-mounted Displays

Head-up Displays

Virtual Reality

Head-mounted Displays

Gesture-tracking Devices

Projectors and Display Walls

Augmented Reality and Virtual Reality Market, by Application:

Augmented Reality

Consumer (Gaming, Sports & Entertainment)

Aerospace & Defense

Healthcare (Surgery, Patient Care Management, Fitness Management, Pharmacy Management, Medical Training and Education)

Commercial (Tourism & Sight-seeing, E-learning, E-commerce & Marketing)

Enterprise (Manufacturing)

Energy

Automotive

Others (Agriculture, Construction, Transportation & Logistics, Public Safety)

Virtual Reality

Consumer (Gaming and Entertainment, Sports)

Commercial (Retail and Ecommerce, Education and Training, Travel and Tourism, Advertising)

Enterprise (Manufacturing)

Healthcare (Surgery, Patient Care Management, Fitness Management, Pharmacy Management, Medical Training and Education)

Aerospace & Defense

Others (Automotive, Real Estate, Geospatial Mining)

Augmented Reality and Virtual Reality Market, by Geography:

North America

US

Canada

Mexico

Europe

Germany

France

UK

Rest of Europe

APAC

China

Japan

South Korea

India  
Rest of APAC  
RoW  
Middle East & Africa  
South America

Augmented Reality and Virtual Reality Market Market Dynamics

Augmented Reality and Virtual Reality Market Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

The report sheds light on various aspects and answers pertinent questions on the market. Some of the important ones are:

COVID-19 pre and post business impact analysis

Detailed overview of the parent market

Changing market dynamics in the industry

In-depth market segmentation

What is the Augmented Reality and Virtual Reality Market Market growth?

Which segment accounted for the largest Augmented Reality and Virtual Reality Market Market share?

Who are the key players in the Griddles Market?

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

Recent industry trends and developments

Competitive landscape

Strategies of key players and products offered

Potential and niche segments, geographical regions exhibiting promising growth

A neutral perspective on market performance

Must-have information for market players to sustain and enhance their market footprint

Note: Although care has been taken to maintain the highest levels of accuracy in Fatpos Global's reports, recent market/vendor-specific changes may take time to reflect in the analysis.

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## Company Profile

Google (US),

PTC (US),

Apple (US),

Sony (Japan),

Samsung Electronics (South Korea),

Microsoft (US),

HTC (Taiwan),

Oculus (US),

Seiko Epson (Japan),

Lenovo (China),

Wikitude (Austria),

Magic Leap (US),

Blippar (UK),

Upskill (US),

MAXST (South Korea),

EON Reality (US),  
Vuzix (US),  
CyberGlove Systems (US),  
Leap Motion (US), and  
Sixense Enterprises (US)  
Consultant Recommendation

\*\*The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.



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