

# Global AR-HMD Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G459B79B358EEN.html>

Date: January 2024

Pages: 109

Price: US\$ 3,480.00 (Single User License)

ID: G459B79B358EEN

## Abstracts

According to our (Global Info Research) latest study, the global AR-HMD market size was valued at USD 757.6 million in 2023 and is forecast to a readjusted size of USD 4285.4 million by 2030 with a CAGR of 28.1% during review period.

Augmented reality (AR) is an interactive experience that combines the real world and computer-generated content. The content can span multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory. AR can be defined as a system that incorporates three basic features: a combination of real and virtual worlds, real-time interaction, and accurate 3D registration of virtual and real objects. The overlaid sensory information can be constructive (i.e. additive to the natural environment), or destructive (i.e. masking of the natural environment). This experience is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment. In this way, augmented reality alters one's ongoing perception of a real-world environment, whereas virtual reality completely replaces the user's real-world environment with a simulated one. A head-mounted display (HMD) is a display device worn on the forehead, such as a harness or helmet-mounted. AR-HMDs can allow a computer-generated imagery (CGI) to be superimposed on real-world view. Combining real-world view with CGI can be done by projecting the CGI through a partially reflective mirror and viewing the real world directly. This method is often called optical see-through. Combining real-world view with CGI can also be done electronically by accepting video from a camera and mixing it electronically with CGI.

Global key players of AR-HMD include Microsoft (Hololens), Magic Leap, Epson, Vuzix, Nreal, etc. The top five players hold a share over 31%. North America is the largest market, has a share about 48%, followed by Europe, and Asia-Pacific, with share 26%

and 24%, separately. In terms of product type, based on waveguides is the largest segment, occupied for a share of 96%, and in terms of application, military has a share about 58 percent.

The Global Info Research report includes an overview of the development of the AR-HMD industry chain, the market status of Military (Based on Waveguides, Based on Curved Mirrors), Government (Based on Waveguides, Based on Curved Mirrors), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of AR-HMD.

Regionally, the report analyzes the AR-HMD markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global AR-HMD market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the AR-HMD market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the AR-HMD industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Based on Waveguides, Based on Curved Mirrors).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the AR-HMD market.

**Regional Analysis:** The report involves examining the AR-HMD market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the AR-HMD market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to AR-HMD:

**Company Analysis:** Report covers individual AR-HMD manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards AR-HMD. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Military, Government).

**Technology Analysis:** Report covers specific technologies relevant to AR-HMD. It assesses the current state, advancements, and potential future developments in AR-HMD areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the AR-HMD market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

AR-HMD market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Based on Waveguides

Based on Curved Mirrors

## Market segment by Application

Military

Government

Civilian-commercial

## Major players covered

Microsoft (Hololens)

Magic Leap

Epson

Vuzix

Nreal

FFalcon Technology

Rokid

INMO

Dream Glass

Superhexa

## Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe AR-HMD product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of AR-HMD, with price, sales, revenue and global market share of AR-HMD from 2019 to 2024.

Chapter 3, the AR-HMD competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the AR-HMD breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and AR-HMD market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of AR-HMD.

Chapter 14 and 15, to describe AR-HMD sales channel, distributors, customers, research findings and conclusion.

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