

Global AR-HMD Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global AR-HMD market size is expected to reach \$ 4285.4 million by 2029, rising at a market growth of 28.1% CAGR during the forecast period (2023-2029).

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.

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.

This report studies the global AR-HMD production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for AR-HMD, and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of AR-HMD that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AR-HMD total production and demand, 2018-2029, (K Units)

Global AR-HMD total production value, 2018-2029, (USD Million)

Global AR-HMD production by region & country, production, value, CAGR, 2018-2029, (USD Million) & (K Units)

Global AR-HMD consumption by region & country, CAGR, 2018-2029 & (K Units)

U.S. VS China: AR-HMD domestic production, consumption, key domestic manufacturers and share

Global AR-HMD production by manufacturer, production, price, value and market share 2018-2023, (USD Million) & (K Units)

Global AR-HMD production by Type, production, value, CAGR, 2018-2029, (USD Million) & (K Units)

Global AR-HMD production by Application production, value, CAGR, 2018-2029, (USD Million) & (K Units)

This reports profiles key players in the global AR-HMD market based on the following parameters – company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Microsoft (Hololens), Magic Leap, Epson, Vuzix, Nreal,

FFalcon Technology, Rokid, INMO and Dream Glass, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World AR-HMD market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global AR-HMD Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AR-HMD Market, Segmentation by Type

Based on Waveguides

Based on Curved Mirrors

Global AR-HMD Market, Segmentation by Application

Military

Government

Civilian-commercial

Companies Profiled:

Microsoft (Hololens)

Magic Leap

Epson

Vuzix

Nreal

FFalcon Technology

Rokid

INMO

Dream Glass

Superhexa

Key Questions Answered

1. How big is the global AR-HMD market?

2. What is the demand of the global AR-HMD market?
3. What is the year over year growth of the global AR-HMD market?
4. What is the production and production value of the global AR-HMD market?
5. Who are the key producers in the global AR-HMD market?
6. What are the growth factors driving the market demand?

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Figure 49. AR-HMD Sales Channels, Direct Sales, and Distribution

Figure 50. Methodology

Figure 51. Research Process and Data Source

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