

Global AR Gaming Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global AR Gaming market size was valued at USD 698.9 million in 2023 and is forecast to a readjusted size of USD 1039.6 million by 2030 with a CAGR of 5.8% during review period.

Mobile device manufacturers recently started integrating AR technology into their devices to offer an enhanced user experience and boost their value proportion. Combine this with the integration of powerful processors and 3D cameras, today's smartphones are becoming an ideal platform for AR gaming.

In terms of geography, EMEA led the global AR gaming market during 2016. However, as per the Technavio's market research report, the Americas is predicted to lead the global AR gaming market during the forecast period. Factors like the rise in number of software applications for mobile devices and presence of leading vendors and AR game developers in Europe drive the market's growth in EMEA. Furthermore, the increased adoption of the AR gaming market in the Americas propels the market's growth in the future.

The Global Info Research report includes an overview of the development of the AR Gaming industry chain, the market status of Innovators (Mobile Devices, HMDs), Early Adopters (Mobile Devices, HMDs), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of AR Gaming.

Regionally, the report analyzes the AR Gaming 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

Gaming market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the AR Gaming 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 Gaming 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 revenue generated, and market share of different by Type (e.g., Mobile Devices, HMDs).

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 Gaming market.

Regional Analysis: The report involves examining the AR Gaming 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 Gaming 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 Gaming:

Company Analysis: Report covers individual AR Gaming players, 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 Gaming This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Innovators, Early

Adopters).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the AR Gaming 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 Gaming 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 value.

Market segment by Type

Mobile Devices

HMDs

Smart Glasses

Market segment by Application

Innovators

Early Adopters

Early Majority

Market segment by players, this report covers

Catchoom

Infinity Augmented Reality

Qualcomm Technologies

Augmented Pixels

Aurasma

Blippar

Total Immersion

VividWorks

Wikitude

Zappar

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

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

Chapter 2, to profile the top players of AR Gaming, with revenue, gross margin and global market share of AR Gaming from 2019 to 2024.

Chapter 3, the AR Gaming competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and AR Gaming market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AR Gaming.

Chapter 13, to describe AR Gaming research findings and conclusion.

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