

Global Augmented and Virtual Reality (AR VR) Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Augmented and Virtual Reality (AR VR) market size was valued at USD 2351.2 million in 2023 and is forecast to a readjusted size of USD 24680 million by 2030 with a CAGR of 39.9% during review period.

VR places users in an imaginary or re-replicated world (such as a game, movie, or flight simulation), or simulates the real world (such as watching live sports). The major hardware players in the VR space are Oculus, Sony (PlayStation VR) and HTC (Vive). AR is the addition of a digital imaginary world to the real world, with major hardware including Microsoft (HoloLens), Google (Google Glass) and Magic Leap.

The biggest Augmented and Virtual Reality players in global Market is Sony, holds a share about 25%, followed by Oculus (Meta). North America and Asia-Pacific are the top 2 the largest markets, occupied for around 70 percent in total, followed by Europe, which holds around 20% market share. In terms of type, VR device segment holds share over 90 percent. In terms of application, game segment holds the largest share over 30 percent in AR device applications while VR device for game holds about 40% market share.

The Global Info Research report includes an overview of the development of the Augmented and Virtual Reality (AR VR) industry chain, the market status of Manufacturing (AR Device, VR Device), Maintenance (AR Device, VR Device), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Augmented and Virtual Reality (AR VR).

Regionally, the report analyzes the Augmented and Virtual Reality (AR VR) 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 Augmented and Virtual Reality (AR VR) market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Augmented and Virtual Reality (AR VR) 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 Augmented and Virtual Reality (AR VR) 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., AR Device, VR Device).

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 Augmented and Virtual Reality (AR VR) market.

Regional Analysis: The report involves examining the Augmented and Virtual Reality (AR VR) 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 Augmented and Virtual Reality (AR VR) market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Augmented and Virtual Reality (AR VR):

Company Analysis: Report covers individual Augmented and Virtual Reality (AR VR) 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 Augmented and Virtual Reality (AR VR) This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Manufacturing, Maintenance).

Technology Analysis: Report covers specific technologies relevant to Augmented and Virtual Reality (AR VR). It assesses the current state, advancements, and potential future developments in Augmented and Virtual Reality (AR VR) areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Augmented and Virtual Reality (AR VR) 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

Augmented and Virtual Reality (AR VR) 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

AR Device

VR Device

Market segment by Application

Manufacturing

Maintenance

Medical

Remote-guidance

Retail

Game

Metaverse

Others

Major players covered

Microsoft

Sony

Google

Oculus (Meta)

Magic Leap

HTC Corporation

Optinvent

MAD Gaze

Epson

Lenovo

DPVR

Vuzix Corporation

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 Augmented and Virtual Reality (AR VR) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Augmented and Virtual Reality (AR VR), with price, sales, revenue and global market share of Augmented and Virtual Reality (AR VR) from 2019 to 2024.

Chapter 3, the Augmented and Virtual Reality (AR VR) competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Augmented and Virtual Reality (AR VR) 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 Augmented and Virtual Reality (AR VR) 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 Augmented and Virtual Reality (AR VR).

Chapter 14 and 15, to describe Augmented and Virtual Reality (AR VR) sales channel, distributors, customers, research findings and conclusion.

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