

Global Augmented Reality Gaming 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 Reality Gaming market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which a view of reality is modified (possibly even diminished rather than augmented) by a computer. As a result, the technology functions by enhancing one's current perception of reality.

North America is anticipated to emerge as a leading global augmented reality market in overall gaming business. This growth has been spurred by growth in consumers' disposable income and constant technological innovation. However, South Korea and China in Asia Pacific region are poised to remain as lucrative growth regions throughout the forecast period. From the global standpoint, factors such as technological breakthroughs are foreseen to drive market growth, whereas the upgrade cost of augmented reality devices and high maintenance is expected to curtail growth to some extent.

The Global Info Research report includes an overview of the development of the Augmented Reality Gaming industry chain, the market status of Commercial Use (Head Mounted Display, Handheld Display), Home Use (Head Mounted Display, Handheld Display), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Augmented

Reality Gaming.

Regionally, the report analyzes the Augmented Reality 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 Augmented Reality Gaming market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Augmented Reality 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 Augmented Reality 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 sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Head Mounted Display, Handheld Display).

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 Reality Gaming market.

Regional Analysis: The report involves examining the Augmented Reality 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 Augmented Reality 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 Augmented Reality Gaming:

Company Analysis: Report covers individual Augmented Reality Gaming 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 Reality Gaming. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Commercial Use, Home Use).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Augmented Reality 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

Augmented Reality 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 volume and value.

Market segment by Type

Head Mounted Display

Handheld Display

Spatial Display

Market segment by Application

Commercial Use

Home Use

Major players covered

Augmented Pixels

Aurasma

Blippar

Catchoom

Infinity Augmented Reality

Metaio

Qualcomm

Total Immersion

VividWorks

Wikitude

Zappar

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 Reality Gaming product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Augmented Reality Gaming, with price, sales, revenue and global market share of Augmented Reality Gaming from 2019 to 2024.

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

Chapter 4, the Augmented Reality Gaming 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 Reality Gaming 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 Reality Gaming.

Chapter 14 and 15, to describe Augmented Reality Gaming sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Augmented Reality Gaming
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Augmented Reality Gaming Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Head Mounted Display
 - 1.3.3 Handheld Display
 - 1.3.4 Spatial Display
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Augmented Reality Gaming Consumption Value by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Commercial Use
 - 1.4.3 Home Use
- 1.5 Global Augmented Reality Gaming Market Size & Forecast
 - 1.5.1 Global Augmented Reality Gaming Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Augmented Reality Gaming Sales Quantity (2019-2030)
 - 1.5.3 Global Augmented Reality Gaming Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 Augmented Pixels
 - 2.1.1 Augmented Pixels Details
 - 2.1.2 Augmented Pixels Major Business
 - 2.1.3 Augmented Pixels Augmented Reality Gaming Product and Services
 - 2.1.4 Augmented Pixels Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 Augmented Pixels Recent Developments/Updates
- 2.2 Aurasma
 - 2.2.1 Aurasma Details
 - 2.2.2 Aurasma Major Business
 - 2.2.3 Aurasma Augmented Reality Gaming Product and Services
 - 2.2.4 Aurasma Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Aurasma Recent Developments/Updates
- 2.3 Blippar

- 2.3.1 Blippar Details
- 2.3.2 Blippar Major Business
- 2.3.3 Blippar Augmented Reality Gaming Product and Services
- 2.3.4 Blippar Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.3.5 Blippar Recent Developments/Updates
- 2.4 Catchoom
 - 2.4.1 Catchoom Details
 - 2.4.2 Catchoom Major Business
 - 2.4.3 Catchoom Augmented Reality Gaming Product and Services
 - 2.4.4 Catchoom Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Catchoom Recent Developments/Updates
- 2.5 Infinity Augmented Reality
 - 2.5.1 Infinity Augmented Reality Details
 - 2.5.2 Infinity Augmented Reality Major Business
 - 2.5.3 Infinity Augmented Reality Augmented Reality Gaming Product and Services
 - 2.5.4 Infinity Augmented Reality Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 Infinity Augmented Reality Recent Developments/Updates
- 2.6 Metaio
 - 2.6.1 Metaio Details
 - 2.6.2 Metaio Major Business
 - 2.6.3 Metaio Augmented Reality Gaming Product and Services
 - 2.6.4 Metaio Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Metaio Recent Developments/Updates
- 2.7 Qualcomm
 - 2.7.1 Qualcomm Details
 - 2.7.2 Qualcomm Major Business
 - 2.7.3 Qualcomm Augmented Reality Gaming Product and Services
 - 2.7.4 Qualcomm Augmented Reality Gaming Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.7.5 Qualcomm Recent Developments/Updates
- 2.8 Total Immersion
 - 2.8.1 Total Immersion Details
 - 2.8.2 Total Immersion Major Business
 - 2.8.3 Total Immersion Augmented Reality Gaming Product and Services
 - 2.8.4 Total Immersion Augmented Reality Gaming Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Total Immersion Recent Developments/Updates

2.9 VividWorks

2.9.1 VividWorks Details

2.9.2 VividWorks Major Business

2.9.3 VividWorks Augmented Reality Gaming Product and Services

2.9.4 VividWorks Augmented Reality Gaming Sales Quantity, Average Price,

Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 VividWorks Recent Developments/Updates

2.10 Wikitude

2.10.1 Wikitude Details

2.10.2 Wikitude Major Business

2.10.3 Wikitude Augmented Reality Gaming Product and Services

2.10.4 Wikitude Augmented Reality Gaming Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

2.10.5 Wikitude Recent Developments/Updates

2.11 Zappar

2.11.1 Zappar Details

2.11.2 Zappar Major Business

2.11.3 Zappar Augmented Reality Gaming Product and Services

2.11.4 Zappar Augmented Reality Gaming Sales Quantity, Average Price, Revenue,

Gross Margin and Market Share (2019-2024)

2.11.5 Zappar Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: AUGMENTED REALITY GAMING BY MANUFACTURER

3.1 Global Augmented Reality Gaming Sales Quantity by Manufacturer (2019-2024)

3.2 Global Augmented Reality Gaming Revenue by Manufacturer (2019-2024)

3.3 Global Augmented Reality Gaming Average Price by Manufacturer (2019-2024)

3.4 Market Share Analysis (2023)

3.4.1 Producer Shipments of Augmented Reality Gaming by Manufacturer Revenue (\$MM) and Market Share (%): 2023

3.4.2 Top 3 Augmented Reality Gaming Manufacturer Market Share in 2023

3.4.2 Top 6 Augmented Reality Gaming Manufacturer Market Share in 2023

3.5 Augmented Reality Gaming Market: Overall Company Footprint Analysis

3.5.1 Augmented Reality Gaming Market: Region Footprint

3.5.2 Augmented Reality Gaming Market: Company Product Type Footprint

3.5.3 Augmented Reality Gaming Market: Company Product Application Footprint

- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Augmented Reality Gaming Market Size by Region
 - 4.1.1 Global Augmented Reality Gaming Sales Quantity by Region (2019-2030)
 - 4.1.2 Global Augmented Reality Gaming Consumption Value by Region (2019-2030)
 - 4.1.3 Global Augmented Reality Gaming Average Price by Region (2019-2030)
- 4.2 North America Augmented Reality Gaming Consumption Value (2019-2030)
- 4.3 Europe Augmented Reality Gaming Consumption Value (2019-2030)
- 4.4 Asia-Pacific Augmented Reality Gaming Consumption Value (2019-2030)
- 4.5 South America Augmented Reality Gaming Consumption Value (2019-2030)
- 4.6 Middle East and Africa Augmented Reality Gaming Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Augmented Reality Gaming Sales Quantity by Type (2019-2030)
- 5.2 Global Augmented Reality Gaming Consumption Value by Type (2019-2030)
- 5.3 Global Augmented Reality Gaming Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Augmented Reality Gaming Sales Quantity by Application (2019-2030)
- 6.2 Global Augmented Reality Gaming Consumption Value by Application (2019-2030)
- 6.3 Global Augmented Reality Gaming Average Price by Application (2019-2030)

7 NORTH AMERICA

- 7.1 North America Augmented Reality Gaming Sales Quantity by Type (2019-2030)
- 7.2 North America Augmented Reality Gaming Sales Quantity by Application (2019-2030)
- 7.3 North America Augmented Reality Gaming Market Size by Country
 - 7.3.1 North America Augmented Reality Gaming Sales Quantity by Country (2019-2030)
 - 7.3.2 North America Augmented Reality Gaming Consumption Value by Country (2019-2030)
 - 7.3.3 United States Market Size and Forecast (2019-2030)
 - 7.3.4 Canada Market Size and Forecast (2019-2030)

7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

8.1 Europe Augmented Reality Gaming Sales Quantity by Type (2019-2030)

8.2 Europe Augmented Reality Gaming Sales Quantity by Application (2019-2030)

8.3 Europe Augmented Reality Gaming Market Size by Country

8.3.1 Europe Augmented Reality Gaming Sales Quantity by Country (2019-2030)

8.3.2 Europe Augmented Reality Gaming Consumption Value by Country (2019-2030)

8.3.3 Germany Market Size and Forecast (2019-2030)

8.3.4 France Market Size and Forecast (2019-2030)

8.3.5 United Kingdom Market Size and Forecast (2019-2030)

8.3.6 Russia Market Size and Forecast (2019-2030)

8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

9.1 Asia-Pacific Augmented Reality Gaming Sales Quantity by Type (2019-2030)

9.2 Asia-Pacific Augmented Reality Gaming Sales Quantity by Application (2019-2030)

9.3 Asia-Pacific Augmented Reality Gaming Market Size by Region

9.3.1 Asia-Pacific Augmented Reality Gaming Sales Quantity by Region (2019-2030)

9.3.2 Asia-Pacific Augmented Reality Gaming Consumption Value by Region (2019-2030)

9.3.3 China Market Size and Forecast (2019-2030)

9.3.4 Japan Market Size and Forecast (2019-2030)

9.3.5 Korea Market Size and Forecast (2019-2030)

9.3.6 India Market Size and Forecast (2019-2030)

9.3.7 Southeast Asia Market Size and Forecast (2019-2030)

9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

10.1 South America Augmented Reality Gaming Sales Quantity by Type (2019-2030)

10.2 South America Augmented Reality Gaming Sales Quantity by Application (2019-2030)

10.3 South America Augmented Reality Gaming Market Size by Country

10.3.1 South America Augmented Reality Gaming Sales Quantity by Country (2019-2030)

10.3.2 South America Augmented Reality Gaming Consumption Value by Country

(2019-2030)

10.3.3 Brazil Market Size and Forecast (2019-2030)

10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Augmented Reality Gaming Sales Quantity by Type
(2019-2030)

11.2 Middle East & Africa Augmented Reality Gaming Sales Quantity by Application
(2019-2030)

11.3 Middle East & Africa Augmented Reality Gaming Market Size by Country

11.3.1 Middle East & Africa Augmented Reality Gaming Sales Quantity by Country
(2019-2030)

11.3.2 Middle East & Africa Augmented Reality Gaming Consumption Value by
Country (2019-2030)

11.3.3 Turkey Market Size and Forecast (2019-2030)

11.3.4 Egypt Market Size and Forecast (2019-2030)

11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)

11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

12.1 Augmented Reality Gaming Market Drivers

12.2 Augmented Reality Gaming Market Restraints

12.3 Augmented Reality Gaming Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

13.1 Raw Material of Augmented Reality Gaming and Key Manufacturers

13.2 Manufacturing Costs Percentage of Augmented Reality Gaming

13.3 Augmented Reality Gaming Production Process

13.4 Augmented Reality Gaming Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

14.1 Sales Channel

14.1.1 Direct to End-User

14.1.2 Distributors

14.2 Augmented Reality Gaming Typical Distributors

14.3 Augmented Reality Gaming Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

List Of Figures

LIST OF FIGURES

I would like to order

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