

Global Eye Tracking Devices 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 Eye Tracking Devices market size was valued at USD 656 million in 2023 and is forecast to a readjusted size of USD 2175.6 million by 2030 with a CAGR of 18.7% during review period.

Eye tracking refers to the process of using sensors and optical cameras to trace and record the movements of the eye and its focal points. The eye tracking devices include remote and head-mounted eye trackers. There are several eye tracking techniques: Electro-sensor based eye tracking, Scleral search coil eye tracking, Infrared eye tracking, and Video-based eye tracking.

This market study estimates that in terms of geographic regions, the Americas will be the major revenue contributor to the market. Owing to the high spending by the US on defense and aerospace for VR and AR devices combined with an increase of research applications, the eye tracking market will witness significant growth in the Americas during the next few years.

The Global Info Research report includes an overview of the development of the Eye Tracking Devices industry chain, the market status of Research (Remote Eye Trackers, Head-Mounted Eye Trackers), Augmented Reality (AR) and Virtual Reality (VR) (Remote Eye Trackers, Head-Mounted Eye Trackers), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Eye Tracking Devices.

Regionally, the report analyzes the Eye Tracking Devices 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 Eye Tracking Devices market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Eye Tracking Devices 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 Eye Tracking Devices 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., Remote Eye Trackers, Head-Mounted Eye Trackers).

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 Eye Tracking Devices market.

Regional Analysis: The report involves examining the Eye Tracking Devices 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 Eye Tracking Devices market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Eye Tracking Devices:

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

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Eye Tracking Devices 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

Eye Tracking Devices 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

Remote Eye Trackers

Head-Mounted Eye Trackers

Market segment by Application

Research

Augmented Reality (AR) and Virtual Reality (VR)

Human Computer Interactions (HCI)

Training and Simulation

Healthcare

Other

Major players covered

Tobii Pro

SensoMotoric Instruments (SMI)

SR Research

The Eye Tribe

Gazepoint

Ergoneers

EyeTech Digital Systems

ISCAN

Eyegaze

Pupil Labs

Smart Eye

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 Eye Tracking Devices product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Eye Tracking Devices, with price, sales, revenue and global market share of Eye Tracking Devices from 2019 to 2024.

Chapter 3, the Eye Tracking Devices competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Eye Tracking Devices 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 Eye Tracking Devices 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 Eye Tracking Devices.

Chapter 14 and 15, to describe Eye Tracking Devices sales channel, distributors, customers, research findings and conclusion.

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