

# Global Positional Tracking Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global Positional Tracking market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

Positional tracking is a technology that allows a device to estimate its position relative to the environment around it. It uses a combination of hardware and software to achieve the detection of its absolute position. Positional tracking is an essential technology for virtual reality (VR), making it possible to track movement with six degrees of freedom (6DOF). It has to be noted that head tracking is not the same as positional tracking. While head tracking only registers the rotation of the head (Rotational tracking), with movements such as pitch, yaw, and roll, positional tracking registers the exact position of the headset in space, recognizing forward/backward, up/down and left/right movement. Positional tracking VR technology brings various benefits to the VR experience. It can change the viewpoint of the user to reflect different actions like jumping, ducking, or leaning forward; allow for an exact representation of the user's hands and other objects in the virtual environment; increase the connection between the physical and virtual world by, for example, using hand position to move virtual objects by touch; and detect gestures by analyzing position over time. It also applies in augmented reality (AR).

This report is a detailed and comprehensive analysis for global Positional Tracking market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and

product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global Positional Tracking market size and forecasts, in consumption value (\$ Million), 2018-2029

Global Positional Tracking market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global Positional Tracking market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global Positional Tracking market shares of main players, in revenue (\$ Million), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Positional Tracking

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Positional Tracking 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 Intersense, Meta Platforms(Oculus VR), Indotraq, VIVE and Microsoft, etc.

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

Market segmentation

Positional Tracking market is split by Type and by Application. For the period

2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Acoustic Tracking

Wireless Tracking

Inertial Tracking

Magnetic Tracking

Optical Tracking

#### Market segment by Application

Virtual Reality(VR)

Augmented Reality(AR)

#### Market segment by players, this report covers

Intersense

Meta Platforms(Oculus VR)

Indotraq

VIVE

Microsoft

Nintendo

Sony

Google

VentureBeat

NaturalPoint, Inc

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

Chapter 2, to profile the top players of Positional Tracking, with revenue, gross margin and global market share of Positional Tracking from 2018 to 2023.

Chapter 3, the Positional Tracking 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 2018 to 2029.

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 2018 to 2023. and Positional Tracking market forecast, by regions, type and application, with consumption

value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

Chapter 12, the key raw materials and key suppliers, and industry chain of Positional Tracking.

Chapter 13, to describe Positional Tracking research findings and conclusion.

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