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Global Virtual and Augmented Reality 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 Virtual and Augmented Reality market size was valued at USD 2351.2 million in 2023 and is forecast to a readjusted size of USD 5154.5 million by 2030 with a CAGR of 11.9% 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 43% market share.

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

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

Key Features:

The report presents comprehensive understanding of the Virtual and Augmented Reality 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 Virtual and Augmented Reality 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., Hardware, Software).

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 Virtual and Augmented Reality market.

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

The report also involves a more granular approach to Virtual and Augmented Reality:

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

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

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

Virtual and Augmented Reality 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

Hardware

Software

Service

Market segment by Application

Healthcare

Education

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Retail

Gaming

Construction

Media and Entertainment

Automotive

Defense and Aerospace

Manufacturing

Market segment by players, this report covers

Google

Samsung Electronics

Microsoft

Sony Interactive Entertainment

Oculus VR

HTC

ZeroLigh

EON Reality

Nokia

Barco

Blippar

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Aurasma

MindMaze

Virtalis

Manus Machinae

Independiente Communications

VirZOOM

NuFormer Projection

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

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

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Chapter 3, the Virtual and Augmented Reality 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 Virtual and Augmented Reality 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 Virtual and Augmented Reality.

Chapter 13, to describe Virtual and Augmented Reality research findings and conclusion.

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