

# **Asia Pacific Augmented Reality (AR) Market 2022-2032 by Offering (Hardware, Software, Services), Technology (Marker-based, Markerless, Others), Device (HMD, HUD, Smart Glasses, Handheld), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity**

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## **Abstracts**

Asia Pacific augmented reality (AR) market will grow by 38.4% annually with a total addressable market cap of \$1,000.2 billion over 2023-2032, driven by the increasing demand for immersive experiences, enhanced customer experience, and the growing use of AR in various business applications.

Highlighted with 35 tables and 65 figures, this 136-page report “Asia Pacific Augmented Reality (AR) Market 2022-2032 by Offering (Hardware, Software, Services), Technology (Marker-based, Markerless, Others), Device (HMD, HUD, Smart Glasses, Handheld), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific augmented reality (AR) market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2020-2022 and provides forecast from 2023 till 2032 with 2022 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year, and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of Asia Pacific market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19 and Russia-Ukraine conflict. The balanced (most likely) projection is used to quantify Asia Pacific augmented reality (AR) market in every aspect of the classification from perspectives of Offering, Technology, Device, Industry Vertical, End User, and Country.

Based on Offering, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Hardware

Sensors

Semiconductor Component

Displays and Projectors

Position Trackers

Cameras

Other Hardware

Software

Software Developer Kits

Cloud-based Solutions

## Services

Based on Technology, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Marker-based Augmented Reality

Passive Marker

Active Marker

Markerless Augmented Reality

Model-based Tracking

Image-based Processing

Other Technologies

By Device, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Head-Mounted Display (HMD)

Head-Up Display (HUD)

Smart Glasses

Handheld Devices and Others

By Industry Vertical, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Gaming & Entertainment

Industrial & Manufacturing

Aerospace & Defense

Healthcare

Education

Automotive

Retail & Marketing

Other Verticals

By End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Consumer

Enterprise

Large Enterprises

Small- & Medium-sized Enterprises (SMEs)

Geographically, the following national/local markets are fully investigated:

Japan

China

South Korea

Australia

India

Rest of APAC (further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, Taiwan, and Philippines)

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2022-2032. The breakdown of national markets by Technology, Device, and Industry Vertical over the forecast years are also included.

The report also covers the current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

#### Selected Key Players:

Apple Inc.

Atheer, Inc.

Blippar Ltd.

Catchoom Technologies, S.L.

Facebook Inc.

Google, LLC

HP Development Co., L.P.

Intellectsoft LLC

Lumus Ltd.

Magic Leap, Inc

Microsoft Corp.

Niantic Inc.

Optinvent S.A.

Popar Co., Ltd.

Qualcomm Technologies Inc.

Samsung Co., Ltd.

Sony Corporation

Total Immersion

Universal mCloud Corp. (NGRAIN)

Vuzix Corp.

Wayray AG

Wikitude GmbH

Zugara, Inc.

(Please note: The report will be updated before delivery so that the latest historical year is the base year, and the forecast covers at least 5 years over the base year.)

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Lumus Ltd.

Magic Leap, Inc

Microsoft Corp.

Niantic Inc.

Optinvent S.A.

Popar Co., Ltd.

Qualcomm Technologies Inc.

Samsung Co., Ltd.

Sony Corporation

Total Immersion

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