

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

<https://marketpublishers.com/r/AE5C48174067EN.html>

Date: October 2023

Pages: 136

Price: US\$ 2,210.00 (Single User License)

ID: AE5C48174067EN

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.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

- 2.1 Market Size and Forecast
 - 2.1.1 Impact of COVID-19 on World Economy
 - 2.1.2 Impact of COVID-19 on the Market
 - 2.1.3 Impact of Russia-Ukraine Conflict: War Slows Economic Recovery
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF ASIA PACIFIC MARKET BY OFFERING

- 3.1 Market Overview by Offering
- 3.2 Hardware
 - 3.2.1 Sensors
 - 3.2.2 Semiconductor Component
 - 3.2.3 Displays and Projectors
 - 3.2.4 Position Trackers
 - 3.2.5 Cameras
 - 3.2.6 Other Hardware
- 3.3 Software

- 3.3.1 Software Developer Kits
- 3.3.2 Cloud-based Solutions
- 3.4 Services

4 SEGMENTATION OF ASIA PACIFIC MARKET BY TECHNOLOGY

- 4.1 Market Overview by Technology
- 4.2 Marker-based AR
 - 4.2.1 Passive Marker
 - 4.2.2 Active Marker
- 4.3 Markerless AR
 - 4.3.1 Model-based Tracking
 - 4.3.2 Image-based Processing
- 4.4 Other Technologies

5 SEGMENTATION OF ASIA PACIFIC MARKET BY DEVICE

- 5.1 Market Overview by Device
- 5.2 Head-Mounted Display (HMD)
- 5.3 Head-Up Display (HUD)
- 5.4 Smart Glasses
- 5.5 Handheld Devices and Others

6 SEGMENTATION OF ASIA PACIFIC MARKET BY INDUSTRY VERTICAL

- 6.1 Market Overview by Industry Vertical
- 6.2 Gaming & Entertainment
- 6.3 Industrial & Manufacturing
- 6.4 Aerospace & Defense
- 6.5 Healthcare
- 6.6 Education
- 6.7 Automotive
- 6.8 Retail & Marketing
- 6.9 Other Verticals

7 SEGMENTATION OF ASIA PACIFIC MARKET BY END USER

- 7.1 Market Overview by End User
- 7.2 Consumer

7.3 Enterprise

7.3.1 Large Enterprises

7.3.2 Small- & Medium-sized Enterprises (SMEs)

8 ASIA-PACIFIC MARKET 2022-2032 BY COUNTRY

8.1 Overview of Asia-Pacific Market

8.2 Japan

8.3 China

8.4 Australia

8.5 India

8.6 South Korea

8.7 Rest of APAC Region

9 COMPETITIVE LANDSCAPE

9.1 Overview of Key Vendors

9.2 New Product Launch, Partnership, Investment, and M&A

9.3 Company Profiles

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.

RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1. Snapshot of Asia Pacific Augmented Reality Market in Balanced Perspective, 2022-2032

Table 2. World Economic Outlook, 2021-2031

Table 3. World Economic Outlook, 2021-2023

Table 4. Scenarios for Economic Impact of Ukraine Crisis

Table 5. Main Product Trends and Market Opportunities in Asia Pacific Augmented Reality Market

Table 6. Asia Pacific Augmented Reality Market by Offering, 2022-2032, \$ mn

Table 7. Asia Pacific Augmented Reality Market: Hardware by Type, 2022-2032, \$ mn

Table 8. Asia Pacific Augmented Reality Market: Software by Type, 2022-2032, \$ mn

Table 9. Asia Pacific Augmented Reality Market by Technology, 2022-2032, \$ mn

Table 10. Asia Pacific Augmented Reality Market: Marker-based AR by Type, 2022-2032, \$ mn

Table 11. Asia Pacific Augmented Reality Market: Markerless AR by Type, 2022-2032, \$ mn

Table 12. Asia Pacific Augmented Reality Market by Device, 2022-2032, \$ mn

Table 13. Asia Pacific Augmented Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 14. Asia Pacific Augmented Reality Market by End User, 2022-2032, \$ mn

Table 15. Asia Pacific Augmented Reality Market: Enterprise by Type, 2022-2032, \$ mn

Table 16. APAC Augmented Reality Market by Country, 2022-2032, \$ mn

Table 17. Japan Augmented Reality Market by Technology, 2022-2032, \$ mn

Table 18. Japan Augmented Reality Market by Device, 2022-2032, \$ mn

Table 19. Japan Augmented Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 20. China Augmented Reality Market by Technology, 2022-2032, \$ mn

Table 21. China Augmented Reality Market by Device, 2022-2032, \$ mn

Table 22. China Augmented Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 23. Australia Augmented Reality Market by Technology, 2022-2032, \$ mn

Table 24. Australia Augmented Reality Market by Device, 2022-2032, \$ mn

Table 25. Australia Augmented Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 26. India Augmented Reality Market by Technology, 2022-2032, \$ mn

Table 27. India Augmented Reality Market by Device, 2022-2032, \$ mn

Table 28. India Augmented Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 29. South Korea Augmented Reality Market by Technology, 2022-2032, \$ mn

Table 30. South Korea Augmented Reality Market by Device, 2022-2032, \$ mn

Table 31. South Korea Augmented Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 32. Augmented Reality Market in Rest of APAC by Country/Region, 2022-2032, \$mn

Table 33. Apple Inc.: Company Snapshot

Table 34. Apple Inc.: Business Segmentation

Table 35. Apple Inc.: Product Portfolio

List Of Figures

LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. Asia Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2022-2032

Figure 4. Asia Pacific Augmented Reality Market, 2022-2032, \$ mn

Figure 5. Impact of COVID-19 on Business

Figure 6. Primary Drivers and Impact Factors of Asia Pacific Augmented Reality Market

Figure 7. Forecast of Middle-class Population by Region, 2015-2030, million

Figure 8. World Digital Gaming Market, 2022-2032, \$ bn

Figure 9. Forecast Share of Consumers Who Will Have Used AR for Online Shopping by 2025 by Country

Figure 10. Primary Restraints and Impact Factors of Asia Pacific Augmented Reality Market

Figure 11. Investment Opportunity Analysis

Figure 12. Porter's Five Forces Analysis of Asia Pacific Augmented Reality Market

Figure 13. Breakdown of Asia Pacific Augmented Reality Market by Offering, 2022-2032, % of Revenue

Figure 14. Asia Pacific Addressable Market Cap in 2023-2032 by Offering, Value (\$ mn) and Share (%)

Figure 15. Asia Pacific Augmented Reality Market by Offering: Hardware, 2022-2032, \$ mn

Figure 16. Asia Pacific Augmented Reality Market by Hardware: Sensors, 2022-2032, \$ mn

Figure 17. Asia Pacific Augmented Reality Market by Hardware: Semiconductor Component, 2022-2032, \$ mn

Figure 18. Asia Pacific Augmented Reality Market by Hardware: Displays and Projectors, 2022-2032, \$ mn

Figure 19. Asia Pacific Augmented Reality Market by Hardware: Position Trackers, 2022-2032, \$ mn

Figure 20. Asia Pacific Augmented Reality Market by Hardware: Cameras, 2022-2032, \$ mn

Figure 21. Asia Pacific Augmented Reality Market by Hardware: Other Hardware, 2022-2032, \$ mn

Figure 22. Asia Pacific Augmented Reality Market by Offering: Software, 2022-2032, \$ mn

Figure 23. Asia Pacific Augmented Reality Market by Software: Software Developer Kits, 2022-2032, \$ mn

Figure 24. Asia Pacific Augmented Reality Market by Software: Cloud-based Solutions, 2022-2032, \$ mn

Figure 25. Asia Pacific Augmented Reality Market by Offering: Services, 2022-2032, \$ mn

Figure 26. Breakdown of Asia Pacific Augmented Reality Market by Technology, 2022-2032, % of Sales Revenue

Figure 27. Asia Pacific Addressable Market Cap in 2023-2032 by Technology, Value (\$ mn) and Share (%)

Figure 28. Asia Pacific Augmented Reality Market by Technology: Marker-based AR, 2022-2032, \$ mn

Figure 29. Asia Pacific Augmented Reality Market by Marker-based AR: Passive Marker, 2022-2032, \$ mn

Figure 30. Asia Pacific Augmented Reality Market by Marker-based AR: Active Marker, 2022-2032, \$ mn

Figure 31. Asia Pacific Augmented Reality Market by Technology: Markerless AR, 2022-2032, \$ mn

Figure 32. Asia Pacific Augmented Reality Market by Markerless AR: Model-based Tracking, 2022-2032, \$ mn

Figure 33. Asia Pacific Augmented Reality Market by Markerless AR: Image-based Processing, 2022-2032, \$ mn

Figure 34. Asia Pacific Augmented Reality Market by Technology: Other Technologies, 2022-2032, \$ mn

Figure 35. Breakdown of Asia Pacific Augmented Reality Market by Device, 2022-2032, % of Sales Revenue

Figure 36. Asia Pacific Addressable Market Cap in 2023-2032 by Device, Value (\$ mn) and Share (%)

Figure 37. Asia Pacific Augmented Reality Market by Device: Head-Mounted Display (HMD), 2022-2032, \$ mn

Figure 38. Asia Pacific Augmented Reality Market by Device: Head-Up Display (HUD), 2022-2032, \$ mn

Figure 39. Asia Pacific Augmented Reality Market by Device: Smart Glasses, 2022-2032, \$ mn

Figure 40. Asia Pacific Augmented Reality Market by Device: Handheld Devices and Others, 2022-2032, \$ mn

Figure 41. Breakdown of Asia Pacific Augmented Reality Market by Industry Vertical, 2022-2032, % of Revenue

Figure 42. Asia Pacific Addressable Market Cap in 2023-2032 by Industry Vertical,

Value (\$ mn) and Share (%)

Figure 43. Asia Pacific Augmented Reality Market by Industry Vertical: Gaming & Entertainment, 2022-2032, \$ mn

Figure 44. Asia Pacific Augmented Reality Market by Industry Vertical: Industrial & Manufacturing, 2022-2032, \$ mn

Figure 45. Asia Pacific Augmented Reality Market by Industry Vertical: Aerospace & Defense, 2022-2032, \$ mn

Figure 46. Asia Pacific Augmented Reality Market by Industry Vertical: Healthcare, 2022-2032, \$ mn

Figure 47. Asia Pacific Augmented Reality Market by Industry Vertical: Education, 2022-2032, \$ mn

Figure 48. Asia Pacific Augmented Reality Market by Industry Vertical: Automotive, 2022-2032, \$ mn

Figure 49. Asia Pacific Augmented Reality Market by Industry Vertical: Retail & Marketing, 2022-2032, \$ mn

Figure 50. Asia Pacific Augmented Reality Market by Industry Vertical: Other Verticals, 2022-2032, \$ mn

Figure 51. Breakdown of Asia Pacific Augmented Reality Market by End User, 2022-2032, % of Revenue

Figure 52. Asia Pacific Addressable Market Cap in 2023-2032 by End User, Value (\$ mn) and Share (%)

Figure 53. Asia Pacific Augmented Reality Market by End User: Consumer, 2022-2032, \$ mn

Figure 54. Asia Pacific Augmented Reality Market by End User: Enterprise, 2022-2032, \$ mn

Figure 55. Asia Pacific Augmented Reality Market by Enterprise: Large Enterprises, 2022-2032, \$ mn

Figure 56. Asia Pacific Augmented Reality Market by Enterprise: Small- & Medium-sized Enterprises (SMEs), 2022-2032, \$ mn

Figure 57. Breakdown of APAC Augmented Reality Market by Country, 2022 and 2032, % of Revenue

Figure 58. Contribution to APAC 2023-2032 Cumulative Market by Country, Value (\$ mn) and Share (%)

Figure 59. Augmented Reality Market in Japan, 2022-2032, \$ mn

Figure 60. Augmented Reality Market in China, 2022-2032, \$ mn

Figure 61. Augmented Reality Market in Australia, 2022-2032, \$ mn

Figure 62. Augmented Reality Market in India, 2022-2032, \$ mn

Figure 63. Augmented Reality Market in South Korea, 2022-2032, \$ mn

Figure 64. Augmented Reality Market in Rest of APAC, 2022-2032, \$ mn

Figure 65. Growth Stage of Asia Pacific Augmented Reality Industry over the Forecast Period

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/AE5C48174067EN.html>

Price: US\$ 2,210.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AE5C48174067EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970