

# Asia Pacific Augmented Reality and Virtual Reality Market 2020-2027 by Technology, Component, Device Type, Industry Vertical, End-user, and Country: Trend Forecast and Growth Opportunity

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## Abstracts

Asia Pacific augmented reality and virtual reality market will grow by 40.8% annually with a total addressable market cap of \$201.3 billion over 2021-2027 owing to the rising need for AR and VR technology amid the COVID-19 pandemic in the region.

Highlighted with 40 tables and 44 figures, this 123-page report “Asia Pacific Augmented Reality and Virtual Reality Market 2020-2027 by Technology, Component, Device Type, Industry Vertical, End-user, and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific augmented reality and virtual reality 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 2017-2020 and provides forecast from 2021 till 2027 with 2020 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. The balanced (most likely) projection is used to quantify Asia Pacific augmented reality and virtual reality market in every aspect of the classification from perspectives of Technology, Component, Device Type, Industry Vertical, End-user, and Country.

Based on Technology, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2017-2027 included in each section.

#### Augmented Reality (AR)

Marker-based Augmented Reality (further segmented into Passive Marker and Active Marker)

Markerless Augmented Reality (further segmented into Model based Tracking and Image based Processing)

#### Virtual Reality (VR)

Nonimmersive Technology

Semi-Immersive and Fully Immersive Technology

Based on Component, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2017-2027 included in each section.

#### Hardware

Sensors

Semiconductor Component

Displays and Projectors

Position Trackers

Cameras

Others

## Software

Software Developer Kits

Cloud Services

Based on Device Type, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2017-2027 included in each section.

## Augmented Reality Devices

Head-Mounted Display (HMD)

Head-Up Display (HUD)

Handheld Device

## Virtual Reality Devices

Head-Mounted Display (HMD)

Gesture-Tracking Device

Projector & Display Wall

Based on Industry Vertical, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2017-2027 included in each section.

Gaming

Entertainment & Media

Aerospace & Defense

Healthcare

Education

Manufacturing

Retail

Others

Based on End User, the Asia Pacific market is segmented into the following sub-markets with annual revenue for 2017-2027 included in each section.

Consumer

Enterprise

Large Enterprises

Small- & Medium-sized Enterprises

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

Japan

China

South Korea

Australia

India

Rest of APAC

For each key country, detailed analysis and data for annual revenue are available for 2017-2027. The breakdown of key national markets by Technology, Component, and Industry Vertical over the forecast years is also included.

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

Specifically, potential risks associated with investing in Asia Pacific augmented reality and virtual reality market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

DAQR

EON. Reality Inc.

Facebook

Google

HTC

Microsoft

Samsung

Seiko Epson

Sony

Vuzix Corporation

(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 QUALITATIVE ANALYSIS**

- 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
- 2.2 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 TECHNOLOGY**

- 3.1 Market Overview by Technology
- 3.2 Asia Pacific Augmented Reality (AR) Market 2017-2027
  - 3.2.1 Marker-based Augmented Reality
  - 3.2.2 Markerless Augmented Reality
- 3.3 Asia Pacific Virtual Reality (VR) Market 2017-2027
  - 3.3.1 Nonimmersive Technology
  - 3.2.2 Semi-Immersive and Fully Immersive Technology

### **4 SEGMENTATION OF ASIA PACIFIC MARKET BY COMPONENT**

- 4.1 Market Overview by Component
- 4.2 Asia Pacific AR and VR Hardware Market 2017-2027
- 4.3 Asia Pacific AR and VR Software Market 2017-2027

## **5 SEGMENTATION OF ASIA PACIFIC MARKET BY DEVICE TYPE**

- 5.1 Market Overview by Device Type
- 5.2 Asia Pacific AR Devices Market 2017-2027
  - 5.2.1 Head-Mounted Display (HMD)
  - 5.2.2 Head-Up Display (HUD)
  - 5.2.3 Handheld Device
- 5.3 Asia Pacific VR Devices Market 2017-2027
  - 5.3.1 Head-Mounted Display (HMD)
  - 5.3.2 Gesture-Tracking Device
  - 5.3.3 Projector & Display Wall

## **6 SEGMENTATION OF ASIA PACIFIC MARKET BY INDUSTRY VERTICAL**

- 6.1 Market Overview by Industry Vertical
- 6.2 Asia Pacific Augmented Reality and Virtual Reality Market for Gaming 2017-2027
- 6.3 Asia Pacific Augmented Reality and Virtual Reality Market for Entertainment & Media 2017-2027
- 6.4 Asia Pacific Augmented Reality and Virtual Reality Market for Aerospace & Defense 2017-2027
- 6.5 Asia Pacific Augmented Reality and Virtual Reality Market for Healthcare 2017-2027
- 6.6 Asia Pacific Augmented Reality and Virtual Reality Market for Education 2017-2027
- 6.7 Asia Pacific Augmented Reality and Virtual Reality Market for Manufacturing 2017-2027
- 6.8 Asia Pacific Augmented Reality and Virtual Reality Market for Retail 2017-2027
- 6.9 Asia Pacific Augmented Reality and Virtual Reality Market for Other Sectors 2017-2027

## **7 SEGMENTATION OF ASIA PACIFIC MARKET BY END-USER**

- 7.1 Market Overview by End-user
- 7.2 Asia Pacific Consumer AR and VR Market 2017-2027
- 7.3 Asia Pacific Enterprise AR and VR Market 2017-2027

## **8 ASIA-PACIFIC MARKET 2017-2027 BY COUNTRY**

8.1 Overview of Asia-Pacific Market

8.2 China

8.3 Japan

8.4 India

8.5 Australia

8.6 South Korea

8.7 Rest of APAC Region

## **9 COMPETITIVE LANDSCAPE**

9.1 Overview of Key Vendors

9.2 Company Profiles

DAQR

EON. Reality Inc.

Facebook

Google

HTC

Microsoft

Samsung

Seiko Epson

Sony

Vuzix Corporation

## **10 INVESTING IN ASIA PACIFIC MARKET: RISK ASSESSMENT AND MANAGEMENT**

10.1 Risk Evaluation of Asia Pacific Market

10.2 Critical Success Factors (CSFs)

RELATED REPORTS AND PRODUCTS



## List Of Tables

### LIST OF TABLES

Table 1. Snapshot of Asia Pacific Augmented Reality and Virtual Reality Market in the Balanced Perspective, 2020-2027

Table 2. Growth Rate of World Real GDP, 2017-2021

Table 3. Main Product Trends and Market Opportunities in Asia Pacific Augmented Reality and Virtual Reality Market

Table 4. Asia Pacific Augmented Reality and Virtual Reality Market by Technology, 2017-2027, \$ bn

Table 5. Asia Pacific Augmented Reality Market by Technology, 2017-2027, \$ bn

Table 6. Asia Pacific Marker-based AR Market by Technology, 2017-2027, \$ bn

Table 7. Asia Pacific Markerless Augmented Reality Market by Technology, 2017-2027, \$ bn

Table 8. Asia Pacific Virtual Reality Market by Technology, 2017-2027, \$ bn

Table 9. Asia Pacific Augmented Reality and Virtual Reality Market by Component, 2017-2027, \$ bn

Table 10. Asia Pacific AR and VR Hardware Market by Type, 2017-2027, \$ bn

Table 11. Asia Pacific AR and VR Software Market by Type, 2017-2027, \$ bn

Table 12. Asia Pacific Augmented Reality and Virtual Reality Market by Device Type, 2017-2027, \$ bn

Table 13. Asia Pacific Augmented Reality Devices Market by Type, 2017-2027, \$ bn

Table 14. Asia Pacific Virtual Reality Devices Market by Type, 2017-2027, \$ bn

Table 15. Asia Pacific Augmented Reality and Virtual Reality Market by Industry Vertical, 2017-2027, \$ bn

Table 16. Asia Pacific Augmented Reality and Virtual Reality Market by End-user, 2017-2027, \$ bn

Table 17. Asia Pacific Enterprise AR and VR Market by Organization Size, 2017-2027, \$ bn

Table 18. APAC Augmented Reality and Virtual Reality Market by Country, 2017-2027, \$ bn

Table 19. China Augmented Reality and Virtual Reality Market by Technology, 2017-2027, \$ bn

Table 20. China Augmented Reality and Virtual Reality Market by Component, 2017-2027, \$ bn

Table 21. China Augmented Reality and Virtual Reality Market by Industry Vertical, 2017-2027, \$ bn

Table 22. Japan Augmented Reality and Virtual Reality Market by Technology,

2017-2027, \$ bn

Table 23. Japan Augmented Reality and Virtual Reality Market by Component, 2017-2027, \$ bn

Table 24. Japan Augmented Reality and Virtual Reality Market by Industry Vertical, 2017-2027, \$ bn

Table 25. India Augmented Reality and Virtual Reality Market by Technology, 2017-2027, \$ bn

Table 26. India Augmented Reality and Virtual Reality Market by Component, 2017-2027, \$ bn

Table 27. India Augmented Reality and Virtual Reality Market by Industry Vertical, 2017-2027, \$ bn

Table 28. Australia Augmented Reality and Virtual Reality Market by Technology, 2017-2027, \$ bn

Table 29. Australia Augmented Reality and Virtual Reality Market by Component, 2017-2027, \$ bn

Table 30. Australia Augmented Reality and Virtual Reality Market by Industry Vertical, 2017-2027, \$ bn

Table 31. South Korea Augmented Reality and Virtual Reality Market by Technology, 2017-2027, \$ bn

Table 32. South Korea Augmented Reality and Virtual Reality Market by Component, 2017-2027, \$ bn

Table 33. South Korea Augmented Reality and Virtual Reality Market by Industry Vertical, 2017-2027, \$ bn

Table 34. DAQR: Company Snapshot

Table 35. DAQR: Business Segmentation

Table 36. DAQR: Product Portfolio

Table 37. DAQR: Revenue, 2017-2018, \$ bn

Table 38. DAQR: Recent Developments

Table 39. Risk Evaluation for Investing in Asia Pacific Market, 2020-2027

Table 40. Critical Success Factors and Key Takeaways

## List Of Figures

### LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Breakdown of Primary Research

Figure 3. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 4. Asia Pacific Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2020-2027

Figure 5. Asia Pacific Augmented Reality and Virtual Reality Market by Revenue, 2017-2027, \$ bn

Figure 6. Impact of COVID-19 on Business

Figure 7. Primary Drivers and Impact Factors of Asia Pacific Augmented Reality and Virtual Reality Market

Figure 8. Primary Restraints and Impact Factors of Asia Pacific Augmented Reality and Virtual Reality Market

Figure 9. Porter's Fiver Forces Analysis of Asia Pacific Augmented Reality and Virtual Reality Market

Figure 10. Breakdown of Asia Pacific Augmented Reality and Virtual Reality Market by Technology, 2020-2027, % of Revenue

Figure 11. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by Technology, Value (\$ bn) and Share (%)

Figure 12. Asia Pacific Augmented Reality (AR) Market, 2017-2027, \$ bn

Figure 13. Asia Pacific Virtual Reality (VR) Market, 2017-2027, \$ bn

Figure 14. Breakdown of Asia Pacific Augmented Reality and Virtual Reality Market by Component, 2020-2027, % of Revenue

Figure 15. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by Component, Value (\$ bn) and Share (%)

Figure 16. Asia Pacific AR and VR Hardware Market, 2017-2027, \$ bn

Figure 17. Asia Pacific AR and VR Software Market, 2017-2027, \$ bn

Figure 18. Breakdown of Asia Pacific Augmented Reality and Virtual Reality Market by Device Type, 2020-2027, % of Revenue

Figure 19. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by Device Type, Value (\$ bn) and Share (%)

Figure 20. Asia Pacific AR Devices Market, 2017-2027, \$ bn

Figure 21. Asia Pacific VR Devices Market, 2017-2027, \$ bn

Figure 22. Breakdown of Asia Pacific Augmented Reality and Virtual Reality Market by Industry Vertical, 2020-2027, % of Revenue

Figure 23. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by Industry

Vertical, Value (\$ bn) and Share (%)

Figure 24. Asia Pacific Augmented Reality and Virtual Reality Market for Gaming, 2017-2027, \$ bn

Figure 25. Asia Pacific Augmented Reality and Virtual Reality Market for Entertainment & Media, 2017-2027, \$ bn

Figure 26. Asia Pacific Augmented Reality and Virtual Reality Market for Aerospace & Defense, 2017-2027, \$ bn

Figure 27. Asia Pacific Augmented Reality and Virtual Reality Market for Healthcare, 2017-2027, \$ bn

Figure 28. Asia Pacific Augmented Reality and Virtual Reality Market for Education, 2017-2027, \$ bn

Figure 29. Asia Pacific Augmented Reality and Virtual Reality Market for Manufacturing, 2017-2027, \$ bn

Figure 30. Asia Pacific Augmented Reality and Virtual Reality Market for Retail, 2017-2027, \$ bn

Figure 31. Asia Pacific Augmented Reality and Virtual Reality Market for Other Sectors, 2017-2027, \$ bn

Figure 32. Breakdown of Asia Pacific Augmented Reality and Virtual Reality Market by End-user, 2020-2027, % of Revenue

Figure 33. Contribution to Asia Pacific 2021-2027 Cumulative Revenue by End-user, Value (\$ bn) and Share (%)

Figure 34. Asia Pacific Consumer AR and VR Market, 2017-2027, \$ bn

Figure 35. Asia Pacific Enterprise AR and VR Market, 2017-2027, \$ bn

Figure 36. Breakdown of APAC Augmented Reality and Virtual Reality Market by Country, 2020 and 2027, % of Revenue

Figure 37. Contribution to APAC 2021-2027 Cumulative Revenue by Country, Value (\$ bn) and Share (%)

Figure 38. Augmented Reality and Virtual Reality Market in China by Revenue, 2017-2027, \$ bn

Figure 39. Augmented Reality and Virtual Reality Market in Japan by Revenue, 2017-2027, \$ bn

Figure 40. Augmented Reality and Virtual Reality Market in India by Revenue, 2017-2027, \$ bn

Figure 41. Augmented Reality and Virtual Reality Market in Australia by Revenue, 2017-2027, \$ bn

Figure 42. Augmented Reality and Virtual Reality Market in South Korea by Revenue, 2017-2027, \$ bn

Figure 43. Augmented Reality and Virtual Reality Market in Rest of APAC by Revenue, 2017-2027, \$ bn

Figure 44. Growth Stage of Asia Pacific Augmented Reality and Virtual Reality Industry over the Forecast Period

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