

Asia-Pacific Augmented Reality and Virtual Reality Market by Technology, Component, Device Type, Industry Vertical, End-user, and Country 2019-2026: Trend Forecast and Growth Opportunity

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Abstracts

Asia-Pacific augmented reality (AR) and virtual reality (VR) market is expected to grow at a 38.4% CAGR over 2019-2026 and have an addressable market value of \$172.8 billion for the coming 7 years.

Highlighted with 34 tables and 42 figures, this 115-page report “Asia-Pacific Augmented Reality and Virtual Reality Market by Technology, Component, Device Type, Industry Vertical, End-user, and Country 2019-2026: 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 provides historical market data for 2015-2018, revenue estimates for 2019, and forecasts from 2020 till 2026. (Please note: The report will be updated before delivery if necessary, 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. 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 2015-2026 (historical and forecast) 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 2015-2026 (historical and forecast) 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 2015-2026 (historical and forecast) 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 2015-2026 (historical and forecast) 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 2015-2026 (historical and forecast) included in each section.

Consumer

Enterprise (further split into Large Enterprises and Small- & Medium-sized Enterprises)

Geographically, the following listed national markets are fully investigated:

Japan

China

India

Australia

South Korea

Rest of APAC

For each of the aforementioned countries, detailed analysis and data for annual revenue are available for 2015-2026. The breakdown of key national markets by Technology, Component, and Industry Vertical over the forecast years are 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:

DAQR

EON. Reality Inc.

Facebook

Google

HTC

Microsoft

Samsung

Seiko Epson

Sony

Vuzix Corporation

(Please note: The report will be updated before delivery if necessary, 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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