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Asia Pacific Extended Reality (XR) Market 2022-2032 by Technology (AR, VR, MX), Component (Hardware, Software, Service & Content Creation), Device Type (AR Devices, VR Devices, MR Devices), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity

https://marketpublishers.com/r/A743326B90E9EN.html
Date: October 2023
Pages: 170
Price: US$ 2,448.00 (Single User License)
ID: A743326B90E9EN

Abstracts

Asia Pacific extended reality (XR) market will grow by 34.7% annually with a total addressable market cap of $1.36 trillion ($1,358.8 billion) over 2023-2032, driven by the wider Internet coverage, the increasing demand for immersive experiences, prevalent mobile and smart devices, and rising demand from consumer electronics, healthcare, and other industrial sectors.

Highlighted with 43 tables and 82 figures, this 170-page report “Asia Pacific Extended Reality (XR) Market 2022-2032 by Technology (AR, VR, MX), Component (Hardware, Software, Service & Content Creation), Device Type (AR Devices, VR Devices, MR Devices), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Asia Pacific extended reality (XR) 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 extended reality (XR) 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 ($ mn) and production value ($ bn) for 2022-2032 included in each main section.

Augmented Reality (AR)

Marker-based Augmented Reality (Passive Marker, Active Marker)

Markerless Augmented Reality (Model-based Tracking, Image-based Processing)

Other Technologies

Virtual Reality (VR) (Nonimmersive Technology, Semi-Immersive Technology and Fully Immersive Technology)

Mixed Reality (MR)

Based on Component, the Asia Pacific market is segmented into the following sub-

markets with annual revenue ($ mn) production value ($ bn) for 2022-2032 included in each main section.

Hardware

Sensors

Semiconductor Component

Displays and Projectors

Position Trackers

Cameras

Other Hardware

Software

Software Developer Kits

Cloud-based Solutions

Service & Content Creation

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

AR Devices

Head-Mounted Display (HMD)

Head-Up Display (HUD)

Smart Glasses

Handheld Devices and Others

VR Devices

Head-Mounted Display (HMD)

Gesture-Tracking Device

Projector & Display Wall

MR Devices

Wireless Devices

Wired Devices

By Industry Vertical, the Asia Pacific market is segmented into the following sub-markets with annual revenue ($ mn) and production value ($ bn) for 2022-2032 included in each main 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, Component, 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:

Acer Inc.

Apple Inc.

Atheer, Inc.

Blippar Ltd.

Catchoom Technologies, S.L.

DAQRI

Dell Technologies Inc.

EON Reality, Inc.

Google, LLC

HP Development Co., L.P.

HTC Corporation

Infinity Augmented Reality, Inc.

Intel Corporation

Intellectsoft LLC

Leap Motion, Inc.

Lumus Ltd.

Magic Leap, Inc

Meta Company

Microsoft Corp.

Niantic Inc.

Nintendo Co., Ltd.

Occipital Inc.

Oculus VR, LLC

Optinvent S.A.

Popar Co., Ltd.

Qualcomm Technologies Inc.

Samsung Co., Ltd.

Seiko Epson Corporation

Sony Corporation

Total Immersion

Universal mCloud Corp. (NGRAIN)

Virtuix

Vuzix Corp.

Wayray AG

Wikitude GmbH

Zappar Ltd.

Zugara, Inc.

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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 TECHNOLOGY

3.1 Market Overview by Technology
3.2 Augmented Reality (AR)
  3.2.1 Marker-based AR
  3.2.2 Markerless AR
  3.2.3 Other Technologies
3.3 Virtual Reality (VR)
  3.3.1 Nonimmersive Technology
  3.3.2 Semi-Immersive Technology
  3.3.3 Fully Immersive Technology

3.4 Mixed Reality (MR)

4 SEGMENTATION OF ASIA PACIFIC MARKET BY COMPONENT

4.1 Market Overview by Component
4.2 Hardware
  4.2.1 Sensors
  4.2.2 Semiconductor Component
  4.2.3 Displays and Projectors
  4.2.4 Position Trackers
  4.2.5 Cameras
  4.2.6 Other Hardware
4.3 Software
  4.3.1 Software Developer Kits
  4.3.2 Cloud-based Solutions
4.4 Service & Content Creation

5 SEGMENTATION OF ASIA PACIFIC MARKET BY DEVICE TYPE

5.1 Market Overview by Device Type
5.2 AR Devices
  5.2.1 Head-Mounted Display (HMD)
  5.2.2 Head-Up Display (HUD)
  5.2.3 Smart Glasses
  5.2.4 Handheld Devices and Others
5.3 VR Devices
  5.3.1 Head-Mounted Display (HMD)
  5.3.2 Gesture-Tracking Device
  5.3.3 Projector & Display Wall
5.4 MR Devices
  5.4.1 Wireless Devices
  5.4.2 Wired Devices

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
Acer Inc.
Apple Inc.
Atheer, Inc.
Blippar Ltd.
Catchoom Technologies, S.L.
DAQRI
Dell Technologies Inc.
EON Reality, Inc.
Google, LLC
HP Development Co., L.P.

HTC Corporation
Infinity Augmented Reality, Inc.
Intel Corporation
Intellectsoft LLC
Leap Motion, Inc.
Lumus Ltd.
Magic Leap, Inc
Meta Company
Microsoft Corp.
Niantic Inc.
Nintendo Co., Ltd.
Occipital Inc.
Oculus VR, LLC
Optinvent S.A.
Popar Co., Ltd.
Qualcomm Technologies Inc.
Samsung Co., Ltd.
Seiko Epson Corporation
Sony Corporation
Total Immersion
Universal mCloud Corp. (NGRAIN)
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Zugara, Inc.
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List Of Tables

LIST OF TABLES

Table 1. Snapshot of Asia Pacific Extended 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 Extended Reality Market
Table 6. Asia Pacific Extended Reality Market by Technology, 2022-2032, $ mn (Demand Value)
Table 7. Asia Pacific Extended Reality Market by Technology, 2022-2032, $ mn (Production Value)
Table 8. Asia Pacific Augmented Reality Market by Technology, 2022-2032, $ mn
Table 9. Asia Pacific Augmented Reality Market: Marker-based AR by Type, 2022-2032, $ mn
Table 10. Asia Pacific Augmented Reality Market: Markerless AR by Type, 2022-2032, $ mn
Table 11. Asia Pacific Virtual Reality Market by Technology, 2022-2032, $ mn
Table 12. Asia Pacific Extended Reality Market by Component, 2022-2032, $ mn (Demand Value)
Table 13. Asia Pacific Extended Reality Market by Component, 2022-2032, $ mn (Production Value)
Table 14. Asia Pacific Extended Reality Market: Hardware by Type, 2022-2032, $ mn
Table 15. Asia Pacific Extended Reality Market: Software by Type, 2022-2032, $ mn
Table 16. Asia Pacific Extended Reality Market by Device Type, 2022-2032, $ mn
Table 17. Asia Pacific Augmented Reality Market by Device, 2022-2032, $ mn
Table 18. Asia Pacific Virtual Reality Market by Device, 2022-2032, $ mn
Table 19. Asia Pacific Mixed Reality (MR) Market by Device, 2022-2032, $ mn
Table 20. Asia Pacific Extended Reality Market by Industry Vertical, 2022-2032, $ mn (Demand Value)
Table 21. Asia Pacific Extended Reality Market by Industry Vertical, 2022-2032, $ mn (Production Value)
Table 22. Asia Pacific Extended Reality Market by End User, 2022-2032, $ mn
Table 23. Asia Pacific Extended Reality Market by End User, 2022-2032, $ mn
Table 24. APAC Extended Reality Market by Country, 2022-2032, $ mn
Table 25. Japan Extended Reality Market by Technology, 2022-2032, $ mn

Table 26. Japan Extended Reality Market by Component, 2022-2032, $ mn
Table 27. Japan Extended Reality Market by Industry Vertical, 2022-2032, $ mn
Table 28. China Extended Reality Market by Technology, 2022-2032, $ mn
Table 29. China Extended Reality Market by Component, 2022-2032, $ mn
Table 30. China Extended Reality Market by Industry Vertical, 2022-2032, $ mn
Table 31. Australia Extended Reality Market by Technology, 2022-2032, $ mn
Table 32. Australia Extended Reality Market by Component, 2022-2032, $ mn
Table 33. Australia Extended Reality Market by Industry Vertical, 2022-2032, $ mn
Table 34. India Extended Reality Market by Technology, 2022-2032, $ mn
Table 35. India Extended Reality Market by Component, 2022-2032, $ mn
Table 36. India Extended Reality Market by Industry Vertical, 2022-2032, $ mn
Table 37. South Korea Extended Reality Market by Technology, 2022-2032, $ mn
Table 38. South Korea Extended Reality Market by Component, 2022-2032, $ mn
Table 39. South Korea Extended Reality Market by Industry Vertical, 2022-2032, $ mn
Table 40. Extended Reality Market in Rest of APAC by Country/Region, 2022-2032, $ mn
Table 41. Acer Inc.: Company Snapshot
Table 42. Acer Inc.: Business Segmentation
Table 43. Acer Inc.: Product Portfolio

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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 Extended Reality Market by Demand Value, 2022-2032, $ mn
Figure 5. Asia Pacific Extended Reality Market by Production Value, 2022-2032, $ mn
Figure 6. Impact of COVID-19 on Business
Figure 7. Primary Drivers and Impact Factors of Asia Pacific Extended Reality Market
Figure 8. Forecast of Middle-class Population by Region, 2015-2030, million
Figure 9. World Digital Gaming Market, 2022-2032, $ bn
Figure 10. Forecast Share of Consumers Who Will Have Used AR for Online Shopping by 2025 by Country
Figure 11. Primary Restraints and Impact Factors of Asia Pacific Extended Reality Market
Figure 12. Investment Opportunity Analysis
Figure 13. Porter’s Fiver Forces Analysis of Asia Pacific Extended Reality Market
Figure 14. Breakdown of Asia Pacific Extended Reality Market by Technology, 2022-2032, % of Demand Value
Figure 15. Asia Pacific Addressable Market Cap in 2023-2032 by Technology, Demand Value ($ mn) and Share (%)
Figure 16. Breakdown of Asia Pacific Extended Reality Market by Technology, 2022-2032, % of Production Value
Figure 17. Asia Pacific Addressable Market Cap in 2023-2032 by Technology, Production Value ($ mn) and Share (%)
Figure 18. Asia Pacific Extended Reality Market by Technology: Augmented Reality (AR), 2022-2032, $ mn
Figure 19. Asia Pacific Augmented Reality Market by Technology: Marker-based AR, 2022-2032, $ mn
Figure 20. Asia Pacific Augmented Reality Market by Technology: Markerless AR, 2022-2032, $ mn
Figure 21. Asia Pacific Augmented Reality Market by Technology: Other Technologies, 2022-2032, $ mn
Figure 22. Asia Pacific Extended Reality Market by Technology: Virtual Reality (VR), 2022-2032, $ mn
Figure 23. Asia Pacific Virtual Reality Market by Technology: Nonimmersive

Technology, 2022-2032, $ mn
Figure 24. Asia Pacific Virtual Reality Market by Technology: Semi-Immersive Technology, 2022-2032, $ mn
Figure 25. Asia Pacific Virtual Reality Market by Technology: Fully Immersive Technology, 2022-2032, $ mn
Figure 26. Asia Pacific Extended Reality Market by Technology: Mixed Reality (MR), 2022-2032, $ mn
Figure 27. Breakdown of Asia Pacific Extended Reality Market by Component, 2022-2032, % of Demand Value
Figure 28. Asia Pacific Addressable Market Cap in 2023-2032 by Component, Demand Value ($ mn) and Share (%)
Figure 29. Breakdown of Asia Pacific Extended Reality Market by Component, 2022-2032, % of Production Value
Figure 30. Asia Pacific Addressable Market Cap in 2023-2032 by Component, Demand Production Value ($ mn) and Share (%)
Figure 31. Asia Pacific Extended Reality Market by Component: Hardware, 2022-2032, $ mn
Figure 32. Asia Pacific Extended Reality Market by Hardware: Sensors, 2022-2032, $ mn
Figure 33. Asia Pacific Extended Reality Market by Hardware: Semiconductor Component, 2022-2032, $ mn
Figure 34. Asia Pacific Extended Reality Market by Hardware: Displays and Projectors, 2022-2032, $ mn
Figure 35. Asia Pacific Extended Reality Market by Hardware: Position Trackers, 2022-2032, $ mn
Figure 36. Asia Pacific Extended Reality Market by Hardware: Cameras, 2022-2032, $ mn
Figure 37. Asia Pacific Extended Reality Market by Hardware: Other Hardware, 2022-2032, $ mn
Figure 38. Asia Pacific Extended Reality Market by Component: Software, 2022-2032, $ mn
Figure 39. Asia Pacific Extended Reality Market by Software: Software Developer Kits, 2022-2032, $ mn
Figure 40. Asia Pacific Extended Reality Market by Software: Cloud-based Solutions, 2022-2032, $ mn
Figure 41. Asia Pacific Extended Reality Market by Component: Service & Content Creation, 2022-2032, $ mn
Figure 42. Breakdown of Asia Pacific Extended Reality Market by Device Type, 2022-2032, % of Sales Revenue

Figure 43. Asia Pacific Addressable Market Cap in 2023-2032 by Device Type, Value ($ mn) and Share (%)
Figure 44. Asia Pacific Extended Reality Market by Device Type: AR Devices, 2022-2032, $ mn
Figure 45. Asia Pacific Augmented Reality Market by Device: Head-Mounted Display (HMD), 2022-2032, $ mn
Figure 46. Asia Pacific Augmented Reality Market by Device: Head-Up Display (HUD), 2022-2032, $ mn
Figure 47. Asia Pacific Augmented Reality Market by Device: Smart Glasses, 2022-2032, $ mn
Figure 48. Asia Pacific Augmented Reality Market by Device: Handheld Devices and Others, 2022-2032, $ mn
Figure 49. Asia Pacific Extended Reality Market by Device Type: VR Devices, 2022-2032, $ mn
Figure 50. Asia Pacific Virtual Reality Market by Device: Head-Mounted Display (HMD), 2022-2032, $ mn
Figure 51. Asia Pacific Virtual Reality Market by Device: Gesture-Tracking Device, 2022-2032, $ mn
Figure 52. Asia Pacific Virtual Reality Market by Device: Projector & Display Wall, 2022-2032, $ mn
Figure 53. Asia Pacific Extended Reality Market by Device Type: MR Devices, 2022-2032, $ mn
Figure 54. Asia Pacific Mixed Reality (MR) Market by Device: Wireless Devices, 2022-2032, $ mn
Figure 55. Asia Pacific Mixed Reality (MR) Market by Device: Wired Devices, 2022-2032, $ mn
Figure 56. Breakdown of Asia Pacific Extended Reality Market by Industry Vertical, 2022-2032, % of Demand Value
Figure 57. Asia Pacific Addressable Market Cap in 2023-2032 by Industry Vertical, Demand Value ($ mn) and Share (%)
Figure 58. Breakdown of Asia Pacific Extended Reality Market by Industry Vertical, 2022-2032, % of Production Value
Figure 59. Asia Pacific Addressable Market Cap in 2023-2032 by Industry Vertical, Production Value ($ mn) and Share (%)
Figure 60. Asia Pacific Extended Reality Market by Industry Vertical: Gaming & Entertainment, 2022-2032, $ mn
Figure 61. Asia Pacific Extended Reality Market by Industry Vertical: Industrial & Manufacturing, 2022-2032, $ mn
Figure 62. Asia Pacific Extended Reality Market by Industry Vertical: Aerospace &

Defense, 2022-2032, $ mn
Figure 63. Asia Pacific Extended Reality Market by Industry Vertical: Healthcare, 2022-2032, $ mn
Figure 64. Asia Pacific Extended Reality Market by Industry Vertical: Education, 2022-2032, $ mn
Figure 65. Asia Pacific Extended Reality Market by Industry Vertical: Automotive, 2022-2032, $ mn
Figure 66. Asia Pacific Extended Reality Market by Industry Vertical: Retail & Marketing, 2022-2032, $ mn
Figure 67. Asia Pacific Extended Reality Market by Industry Vertical: Other Verticals, 2022-2032, $ mn
Figure 68. Breakdown of Asia Pacific Extended Reality Market by End User, 2022-2032, % of Revenue
Figure 69. Asia Pacific Addressable Market Cap in 2023-2032 by End User, Value ($ mn) and Share (%)
Figure 70. Asia Pacific Extended Reality Market by End User: Consumer, 2022-2032, $ mn
Figure 71. Asia Pacific Extended Reality Market by End User: Enterprise, 2022-2032, $ mn
Figure 72. Asia Pacific Extended Reality Market by End User: Large Enterprises, 2022-2032, $ mn
Figure 73. Asia Pacific Extended Reality Market by End User: Small- & Medium-sized Enterprises (SMEs), 2022-2032, $ mn
Figure 74. Breakdown of APAC Extended Reality Market by Country, 2022 and 2032, % of Revenue
Figure 75. Contribution to APAC 2023-2032 Cumulative Market by Country, Value ($ mn) and Share (%)
Figure 76. Extended Reality Market in Japan, 2022-2032, $ mn
Figure 77. Extended Reality Market in China, 2022-2032, $ mn
Figure 78. Extended Reality Market in Australia, 2022-2032, $ mn
Figure 79. Extended Reality Market in India, 2022-2032, $ mn
Figure 80. Extended Reality Market in South Korea, 2022-2032, $ mn
Figure 81. Extended Reality Market in Rest of APAC, 2022-2032, $ mn
Figure 82. Growth Stage of Asia Pacific Extended Reality Industry over the Forecast Period

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