

Global Automotive Augmented Reality and Virtual Reality Market 2022-2032 by Technology (AR, VR), Offering (Hardware, Software, Services), Device Type (AR Devices, VR Devices), Application, Vehicle Type (Passenger, Commercial), Driving Autonomy (Conventional, Autonomous & Semi-autonomous), and Region: Trend Forecast and Growth Opportunity

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Abstracts

Global automotive augmented reality and virtual reality market will reach \$47.79 billion by 2032, growing by 30.4% annually over 2022-2032, driven by the rising adoption of advanced technologies in the automotive industry, the growing advancement in connected vehicles and immersive technologies, and the cost-effective benefits associated with the use of AR & VR.

Highlighted with 92 tables and 101 figures, this 197-page report “Global Automotive Augmented Reality and Virtual Reality Market 2022-2032 by Technology (AR, VR), Offering (Hardware, Software, Services), Device Type (AR Devices, VR Devices), Application, Vehicle Type (Passenger, Commercial), Driving Autonomy (Conventional, Autonomous & Semi-autonomous), and Region: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire global automotive 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 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 Five Forces

The trend and outlook of global 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 global automotive augmented reality and virtual reality market in every aspect of the classification from perspectives of Technology, Offering, Device Type, Application, Vehicle Type, Driving Autonomy, and Region.

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

Fully Immersive Technology

Based on Offering, the global 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

Imaging Solutions

Enterprise Solutions

Content Platforms

Other Software

Services

Cloud Services

System Integration

Consulting

Other Services

By Device Type, the global 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

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

Manufacturing & Supply

Research & Development

Marketing & Sales

Aftermarket Service

Support Functions & Training

Other Applications

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

Passenger Vehicles

Commercial Vehicles

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

Conventional Driving

Autonomous & Semi-autonomous Driving

Geographically, the following regions together with the listed national/local markets are fully investigated:

North America (U.S., Canada, and Mexico)

Europe (Germany, UK, France, Spain, Italy, Netherlands, Rest of Europe; Rest of Europe is further segmented into Russia, Switzerland, Poland, Sweden, Belgium, Austria, Ireland, Norway, Denmark, and Finland)

APAC (Japan, China, South Korea, Australia, India, and Rest of APAC; Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, Taiwan, and Philippines)

South America (Brazil, Chile, Argentina, Rest of South America)

MEA (UAE, Saudi Arabia, South Africa, and Rest of MEA)

For each region and country, detailed analysis and data of annual revenue (\$ mn) are

available for 2022-2032. The breakdown of all regional markets by country and the breakdown of each national market by Technology, Application, and Vehicle Type 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:

AutoVRse

Continental AG

DENSO

Garmin

General Motors (GM)

HARMAN International

HTC Corporation

Hyundai Motor Company

Jaguar

Mercedes-Benz

Microsoft Corporation

Nippon Seiki

NVIDIA

Panasonic

Robert Bosch GmbH

Unity Technologies ApS

Visteon Corporation

Volkswagen AG

WayRay AG

(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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Figure 101. Growth Stage of Global Automotive Augmented Reality and Virtual Reality Industry over the Forecast Period

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