

North America 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 Country: Trend Forecast and Growth Opportunity

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Abstracts

North America automotive augmented reality and virtual reality market is projected to grow by 29.2% annually in the forecast period and reach \$18.06 billion by 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 33 tables and 65 figures, this 133-page report “North America 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 Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire North America 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 Fiver Forces

The trend and outlook of North America 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 North America 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 Country.

Based on Technology, the North America 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 North America 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 North America 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 North America 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 North America 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 North America 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 national/local markets are fully investigated:

U.S.

Canada

Mexico

For each key country, detailed analysis and data for annual revenue (\$ mn) are available for 2022-2032. The breakdown of national markets 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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