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North America 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

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Abstracts

North America extended reality (XR) market is projected to grow by 31.7% annually in the forecast period and reach $444.94 billion by 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 36 tables and 79 figures, this 163-page report “North America 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 North America 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 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 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 North America 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 North America 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 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

MR Devices

Wireless Devices

Wired Devices

By Industry Vertical, the North America 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 North America 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:

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, 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.

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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.

(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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EON Reality, Inc.
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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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