

North America Mixed Reality Market 2022-2032 by Offering (Hardware, Software, Services), Platform (Head-up Display, Smartphone/Tablet, PC), Device Type (Wireless, Wired), End User, and Country: Trend Forecast and Growth Opportunity

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Abstracts

North America mixed reality market is projected to grow by 44.6% annually in the forecast period and reach \$21.97 billion by 2032, driven by the growing adoption of mixed reality in the various applications such as gaming and entertainment, extensive investments in MR technology and wearables, and technological enhancements in 5G & IoT.

Highlighted with 23 tables and 44 figures, this 110-page report “North America Mixed Reality Market 2022-2032 by Offering (Hardware, Software, Services), Platform (Head-up Display, Smartphone/Tablet, PC), Device Type (Wireless, Wired), End User, and Country: Trend Forecast and Growth Opportunity” is based on comprehensive research of the entire North America mixed 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 mixed reality market in every aspect of the classification from perspectives of Offering, Platform, Device Type, End User, and Country.

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

Power Units

Cameras

Other Hardware

Software

Services

Based on Platform, the North America market is segmented into the following sub-

North America Mixed Reality Market 2022-2032 by Offering (Hardware, Software, Services), Platform (Head-up Dis...

markets with annual revenue (\$ mn) for 2022-2032 included in each section.

Head-up Display

Smartphone/Tablet

PC

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.

Wireless Devices

Wired Devices

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.

Manufacturing

Education

Entertainment & Gaming

Healthcare

Architecture

Aerospace & Defense

Other End Users

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 Platform, Device Type, and End User 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:

Accenture PLC

Acer Inc.

Amber Garage Inc. (Holokit)

Apple Inc.

AsusTek Computer Inc.

Atheer, Inc.

Canon, Inc.

DAQRI

Dell Technologies Inc.

Eon Reality, Inc.

Google Inc.

Hewlett Packard Enterprise Company

HTC Corporation

Infinity Augmented Reality, Inc.

Intel Corporation

Magic Leap, Inc.

Meta Company

Microsoft Corporation

Occipital Inc.

Recon Instruments

Samsung Electronics Company Limited

Seiko Epson Corporation

Sony Corporation

(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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Accenture PLC

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Apple Inc.
AsusTek Computer Inc.
Atheer, Inc.
Canon, Inc.
DAQRI
Dell Technologies Inc.
Eon Reality, Inc.
Google Inc.
Hewlett Packard Enterprise Company
HTC Corporation
Infinity Augmented Reality, Inc.
Intel Corporation
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