

North America Virtual Reality (VR) Market 2022-2032 by Offering (Hardware, Software, Services), Technology (Nonimmersive, Semi-Immersive, Fully Immersive), Device (HMD, Gesture-Tracking, Projector & Display), Platform (Mobile, Console, PC), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity

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Abstracts

North America virtual reality (VR) market is projected to grow by 25.1% annually in the forecast period and reach \$89.94 billion by 2032, driven by the growing R&D investment, fast evolving technologies, the rising smartphone customer base, and the increasing applications of virtual reality across various industries.

Highlighted with 27 tables and 61 figures, this 123-page report “North America Virtual Reality (VR) Market 2022-2032 by Offering (Hardware, Software, Services), Technology (Nonimmersive, Semi-Immersive, Fully Immersive), Device (HMD, Gesture-Tracking, Projector & Display), Platform (Mobile, Console, PC), Industry Vertical, End User (Consumer, Enterprise), and Country: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire North America virtual reality (VR) 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 virtual reality (VR) market in every aspect of the classification from perspectives of Offering, Technology, Device, Platform, Industry Vertical, 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

Position Trackers

Cameras

Other Hardware

Software

Software Developer Kits

Cloud-based Solutions

Services

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.

Nonimmersive Technology

Semi-Immersive Technology

Fully Immersive Technology

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

Head-Mounted Display (HMD)

Gesture-Tracking Device

Projector & Display Wall

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

Mobile VR

Console VR

PC VR

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

Gaming

Entertainment & Media

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, Device, 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:

Apple Inc.

Atheer, Inc.

Cyberglove Systems Inc.

EON Reality, Inc.

Facebook Inc.

Google Inc.

Hewlett-Packard Development Company. L.P

Leap Motion, Inc.

Meta Inc.

Microsoft Corporation

Nintendo Co., Ltd.

Oculus VR, LLC

Qualcomm Technologies, Inc.

Samsung Electronics Co., Ltd.

Sixsense Entertainment, Inc.

Sony Corporation

Total Immersion, Inc.

Virtuix

Zappar Ltd.

(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.)

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 NORTH AMERICA MARKET BY OFFERING

- 3.1 Market Overview by Offering
- 3.2 Hardware
 - 3.2.1 Sensors
 - 3.2.2 Semiconductor Component
 - 3.2.3 Displays and Projectors
 - 3.2.4 Position Trackers
 - 3.2.5 Cameras
 - 3.2.6 Other Hardware
- 3.3 Software

- 3.3.1 Software Developer Kits
- 3.3.2 Cloud-based Solutions
- 3.4 Services

4 SEGMENTATION OF NORTH AMERICA MARKET BY TECHNOLOGY

- 4.1 Market Overview by Technology
- 4.2 Nonimmersive Technology
- 4.3 Semi-Immersive Technology
- 4.4 Fully Immersive Technology

5 SEGMENTATION OF NORTH AMERICA MARKET BY DEVICE

- 5.1 Market Overview by Device
- 5.2 Head-Mounted Display (HMD)
- 5.3 Gesture-Tracking Device
- 5.4 Projector & Display Wall

6 SEGMENTATION OF NORTH AMERICA MARKET BY PLATFORM

- 6.1 Market Overview by Platform
- 6.2 Mobile VR
- 6.3 Console VR
- 6.4 PC VR

7 SEGMENTATION OF NORTH AMERICA MARKET BY INDUSTRY VERTICAL

- 7.1 Market Overview by Industry Vertical
- 7.2 Gaming
- 7.3 Entertainment & Media
- 7.4 Aerospace & Defense
- 7.5 Healthcare
- 7.6 Education
- 7.7 Automotive
- 7.8 Retail & Marketing
- 7.9 Other Verticals

8 SEGMENTATION OF NORTH AMERICA MARKET BY END USER

8.1 Market Overview by End User

8.2 Consumer

8.3 Enterprise

8.3.1 Large Enterprises

8.3.2 Small- & Medium-sized Enterprises (SMEs)

9 NORTH AMERICA MARKET 2022-2032 BY COUNTRY

9.1 Overview of North America Market

9.2 U.S.

9.3 Canada

9.4 Mexico

10 COMPETITIVE LANDSCAPE

10.1 Overview of Key Vendors

10.2 New Product Launch, Partnership, Investment, and M&A

10.3 Company Profiles

Apple Inc.

Atheer, Inc.

Cyberglove Systems Inc.

EON Reality, Inc.

Facebook Inc.

Google Inc.

Hewlett-Packard Development Company. L.P

Leap Motion, Inc.

Meta Inc.

Microsoft Corporation

Nintendo Co., Ltd.

Oculus VR, LLC

Qualcomm Technologies, Inc.

Samsung Electronics Co., Ltd.

Sixsense Entertainment, Inc.

Sony Corporation

Total Immersion, Inc.

Virtuix

Zappar Ltd.

RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1. Snapshot of North America Virtual 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 North America Virtual Reality Market

Table 6. North America Virtual Reality Market by Offering, 2022-2032, \$ mn

Table 7. North America Virtual Reality Market: Hardware by Type, 2022-2032, \$ mn

Table 8. North America Virtual Reality Market: Software by Type, 2022-2032, \$ mn

Table 9. North America Virtual Reality Market by Technology, 2022-2032, \$ mn

Table 10. North America Virtual Reality Market by Device, 2022-2032, \$ mn

Table 11. North America Virtual Reality Market by Platform, 2022-2032, \$ mn

Table 12. North America Virtual Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 13. North America Virtual Reality Market by End User, 2022-2032, \$ mn

Table 14. North America Virtual Reality Market: Enterprise by Type, 2022-2032, \$ mn

Table 15. North America Virtual Reality Market by Country, 2022-2032, \$ mn

Table 16. U.S. Virtual Reality Market by Technology, 2022-2032, \$ mn

Table 17. U.S. Virtual Reality Market by Device, 2022-2032, \$ mn

Table 18. U.S. Virtual Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 19. Canada Virtual Reality Market by Technology, 2022-2032, \$ mn

Table 20. Canada Virtual Reality Market by Device, 2022-2032, \$ mn

Table 21. Canada Virtual Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 22. Mexico Virtual Reality Market by Technology, 2022-2032, \$ mn

Table 23. Mexico Virtual Reality Market by Device, 2022-2032, \$ mn

Table 24. Mexico Virtual Reality Market by Industry Vertical, 2022-2032, \$ mn

Table 25. Apple Inc.: Company Snapshot

Table 26. Apple Inc.: Business Segmentation

Table 27. Apple Inc.: Product Portfolio

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. North America Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2022-2032

Figure 4. North America Virtual Reality Market, 2022-2032, \$ mn

Figure 5. Impact of COVID-19 on Business

Figure 6. Primary Drivers and Impact Factors of North America Virtual Reality Market

Figure 7. Forecast of Middle-class Population by Region, 2015-2030, million

Figure 8. World Digital Gaming Market, 2022-2032, \$ bn

Figure 9. Primary Restraints and Impact Factors of North America Virtual Reality Market

Figure 10. Investment Opportunity Analysis

Figure 11. Porter's Five Forces Analysis of North America Virtual Reality Market

Figure 12. Breakdown of North America Virtual Reality Market by Offering, 2022-2032, % of Revenue

Figure 13. North America Addressable Market Cap in 2023-2032 by Offering, Value (\$ mn) and Share (%)

Figure 14. North America Virtual Reality Market by Offering: Hardware, 2022-2032, \$ mn

Figure 15. North America Virtual Reality Market by Hardware: Sensors, 2022-2032, \$ mn

Figure 16. North America Virtual Reality Market by Hardware: Semiconductor Component, 2022-2032, \$ mn

Figure 17. North America Virtual Reality Market by Hardware: Displays and Projectors, 2022-2032, \$ mn

Figure 18. North America Virtual Reality Market by Hardware: Position Trackers, 2022-2032, \$ mn

Figure 19. North America Virtual Reality Market by Hardware: Cameras, 2022-2032, \$ mn

Figure 20. North America Virtual Reality Market by Hardware: Other Hardware, 2022-2032, \$ mn

Figure 21. North America Virtual Reality Market by Offering: Software, 2022-2032, \$ mn

Figure 22. North America Virtual Reality Market by Software: Software Developer Kits, 2022-2032, \$ mn

Figure 23. North America Virtual Reality Market by Software: Cloud-based Solutions, 2022-2032, \$ mn

Figure 24. North America Virtual Reality Market by Offering: Services, 2022-2032, \$ mn

Figure 25. Breakdown of North America Virtual Reality Market by Technology, 2022-2032, % of Sales Revenue

Figure 26. North America Addressable Market Cap in 2023-2032 by Technology, Value (\$ mn) and Share (%)

Figure 27. North America Virtual Reality Market by Technology: Nonimmersive Technology, 2022-2032, \$ mn

Figure 28. North America Virtual Reality Market by Technology: Semi-Immersive Technology, 2022-2032, \$ mn

Figure 29. North America Virtual Reality Market by Technology: Fully Immersive Technology, 2022-2032, \$ mn

Figure 30. Breakdown of North America Virtual Reality Market by Device, 2022-2032, % of Sales Revenue

Figure 31. North America Addressable Market Cap in 2023-2032 by Device, Value (\$ mn) and Share (%)

Figure 32. North America Virtual Reality Market by Device: Head-Mounted Display (HMD), 2022-2032, \$ mn

Figure 33. North America Virtual Reality Market by Device: Gesture-Tracking Device, 2022-2032, \$ mn

Figure 34. North America Virtual Reality Market by Device: Projector & Display Wall, 2022-2032, \$ mn

Figure 35. Breakdown of North America Virtual Reality Market by Platform, 2022-2032, % of Revenue

Figure 36. North America Addressable Market Cap in 2023-2032 by Platform, Value (\$ mn) and Share (%)

Figure 37. North America Virtual Reality Market by Platform: Mobile VR, 2022-2032, \$ mn

Figure 38. North America Virtual Reality Market by Platform: Console VR, 2022-2032, \$ mn

Figure 39. North America Virtual Reality Market by Platform: PC VR, 2022-2032, \$ mn

Figure 40. Breakdown of North America Virtual Reality Market by Industry Vertical, 2022-2032, % of Revenue

Figure 41. North America Addressable Market Cap in 2023-2032 by Industry Vertical, Value (\$ mn) and Share (%)

Figure 42. North America Virtual Reality Market by Industry Vertical: Gaming, 2022-2032, \$ mn

Figure 43. North America Virtual Reality Market by Industry Vertical: Entertainment & Media, 2022-2032, \$ mn

Figure 44. North America Virtual Reality Market by Industry Vertical: Aerospace &

Defense, 2022-2032, \$ mn

Figure 45. North America Virtual Reality Market by Industry Vertical: Healthcare, 2022-2032, \$ mn

Figure 46. North America Virtual Reality Market by Industry Vertical: Education, 2022-2032, \$ mn

Figure 47. North America Virtual Reality Market by Industry Vertical: Automotive, 2022-2032, \$ mn

Figure 48. North America Virtual Reality Market by Industry Vertical: Retail & Marketing, 2022-2032, \$ mn

Figure 49. North America Virtual Reality Market by Industry Vertical: Other Verticals, 2022-2032, \$ mn

Figure 50. Breakdown of North America Virtual Reality Market by End User, 2022-2032, % of Revenue

Figure 51. North America Addressable Market Cap in 2023-2032 by End User, Value (\$ mn) and Share (%)

Figure 52. North America Virtual Reality Market by End User: Consumer, 2022-2032, \$ mn

Figure 53. North America Virtual Reality Market by End User: Enterprise, 2022-2032, \$ mn

Figure 54. North America Virtual Reality Market by Enterprise: Large Enterprises, 2022-2032, \$ mn

Figure 55. North America Virtual Reality Market by Enterprise: Small- & Medium-sized Enterprises (SMEs), 2022-2032, \$ mn

Figure 56. Breakdown of North America Virtual Reality Market by Country, 2022 and 2032, % of Revenue

Figure 57. Contribution to North America 2023-2032 Cumulative Market by Country, Value (\$ mn) and Share (%)

Figure 58. U.S. Virtual Reality Market, 2022-2032, \$ mn

Figure 59. Canada Virtual Reality Market, 2022-2032, \$ mn

Figure 60. Virtual Reality Market in Mexico, 2022-2032, \$ mn

Figure 61. Growth Stage of North America Virtual Reality Industry over the Forecast Period

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