

# **Southeast Asia Augmented Reality and Virtual Reality Market 2022-2032 by Technology (AR, VR), Offering (Hardware, Software, Services), Device Type (AR Devices, VR Devices), Industry Vertical, End User (Consumer, Enterprise), and Region: Trend Forecast and Growth Opportunity**

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## **Abstracts**

Southeast Asia augmented reality and virtual reality market will grow by 34.0% annually to approach \$94.14 billion in 2032, driven by the wider Internet coverage, the increasing demand for immersive experiences, prevalent mobile and smart devices, and rising demand from consumer electronics, e-commerce, and healthcare domain.

Highlighted with 44 tables and 72 figures, this 152-page report “Southeast Asia Augmented Reality and Virtual Reality Market 2022-2032 by Technology (AR, VR), Offering (Hardware, Software, Services), Device Type (AR Devices, VR Devices), Industry Vertical, End User (Consumer, Enterprise), and Region: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire Southeast Asia 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 Southeast Asia 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 Southeast Asia augmented reality and virtual reality market in every aspect of the classification from perspectives of Technology, Offering, Device Type, Industry Vertical, End User, and Region.

Based on Technology, the Southeast Asia 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 Southeast Asia 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

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

Gaming & Entertainment

Industrial & Manufacturing

Aerospace & Defense

Healthcare

Education

Automotive

Retail & Marketing

Other Verticals

By End User, the Southeast Asia 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:

Singapore

Thailand

Indonesia

Malaysia

Vietnam

Taiwan

Philippines

Rest of Southeast Asia

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

Blippar Ltd.

Catchoom Technologies, S.L.

EON Reality, Inc.

Facebook Inc.

Google, LLC

HP Development Co., L.P.

Intellectsoft LLC

Leap Motion, Inc.

Lumus Ltd.

Magic Leap, Inc

Microsoft Corp.

Niantic Inc.

Nintendo Co., Ltd.

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Optinvent S.A.

Popar Co., Ltd.

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Sony Corporation

Total Immersion

Universal mCloud Corp. (NGRAIN)

Virtuix

Vuzix Corp.

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(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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Intellectsoft LLC

Leap Motion, Inc.

Lumus Ltd.

Magic Leap, Inc

Microsoft Corp.

Niantic Inc.  
Nintendo Co., Ltd.  
Oculus VR, LLC  
Optinvent S.A.  
Popar Co., Ltd.  
Qualcomm Technologies Inc.  
Samsung Co., Ltd.  
Sony Corporation  
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