

Augmented Reality And Virtual Reality In Aviation Market Size, Share & Trends Analysis Report By Component (Hardware, Software), By Technology, By End Use, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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AR & VR In Aviation Market Size & Trends

The global augmented reality and virtual reality in aviation market size was estimated at USD 1,076.6 million in 2023 and is expected to grow at a CAGR of 35.2% from 2024 to 2030. The market is witnessing significant advancements through the integration of augmented reality (AR) and virtual reality (VR) technologies. These technologies allow trainees to practice real-world scenarios, ranging from routine flight operations to emergency situations, with high fidelity and without associated risks. This enhanced training capability results in better-prepared personnel and potentially lower training costs, which is expected to drive market growth.

Moreover, another emerging trend is the application of AR in aircraft maintenance and repair operations. AR tools enable maintenance crews to overlay digital information onto physical aircraft components, facilitating more efficient diagnostics and repairs. Technicians can access real-time data, step-by-step instructions, and 3D visualizations of complex systems, all while working hands-free. This speeds up the maintenance process as well as reduces the likelihood of human error, thereby leading to improved aircraft reliability and safety.

In-flight navigation and situational awareness are also being revolutionized by AR

technology. Pilots can use AR headsets or augmented displays to receive critical information about their flight path, weather conditions, and nearby terrain, directly overlaid on their real-world view. This enhanced situational awareness supports better decision-making and improves overall flight safety. By reducing the cognitive load on pilots, AR helps to manage the increasing complexity of modern aviation environments. This, in turn, is expected to fuel market growth in the coming years.

Passenger experience is another area where AR and VR are making substantial inroads. Airlines are incorporating virtual reality headsets into their in-flight entertainment systems, offering passengers immersive experiences such as virtual tours, interactive games, and cinematic adventures. This not only enhances the travel experience but also provides a unique selling point for airlines looking to differentiate themselves in a competitive market. Additionally, AR applications in airports are helping passengers navigate large terminals more easily, improving overall customer satisfaction.

Furthermore, AR and VR are becoming crucial tools in the marketing and sales strategies of airlines and aircraft manufacturers. VR experiences allow potential customers to take virtual tours of new aircraft models, explore cabin configurations, and experience amenities in a highly engaging way. This immersive marketing approach helps build stronger customer connections and drives sales by providing a tangible sense of what the products offer. Additionally, AR applications in sales presentations can provide interactive 3D models and real-time customization options, making the sales process more dynamic and effective.

Global Augmented Reality And Virtual Reality In Aviation Market Report Segmentation

This report forecasts and estimates revenue growth at the global, regional, and country levels along with analyzes the latest market trends and opportunities in each one of the sub-segments from 2018 to 2030. For this study, Grand View Research has further segmented the global AR and VR in aviation market report based on component, technology, end use, and region.

Component Outlook (Revenue, USD Million, 2018 - 2030)

Hardware

Software

Technology Outlook (Revenue, USD Million, 2018 - 2030)

Augmented Reality (AR)

Virtual Reality (VR)

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Commercial

Military

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

Japan

China

India

Australia

South Korea

Latin America

Brazil

Middle East and Africa (MEA)

UAE

Saudi Arabia

South Africa

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