

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 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

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definitions
- 1.3. Information Procurement
 - 1.3.1. Information analysis
 - 1.3.2. Market formulation & data visualization
 - 1.3.3. Data validation & publishing
- 1.4. 4 Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Augmented Reality and Virtual Reality (AR VR) in Aviation Market Snapshot
- 2.2. Augmented Reality and Virtual Reality (AR VR) in Aviation Market- Segment Snapshot (1/2)
- 2.3. Augmented Reality and Virtual Reality (AR VR) in Aviation Market- Segment Snapshot (2/2)
- 2.4. Augmented Reality and Virtual Reality (AR VR) in Aviation Market- Competitive Landscape Snapshot

CHAPTER 3. AUGMENTED REALITY AND VIRTUAL REALITY (AR VR) IN AVIATION MARKET - INDUSTRY OUTLOOK

- 3.1. Market Overview
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunity
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter's analysis
 - 3.4.2. Macroeconomic analysis
- 3.5. Augmented Reality and Virtual Reality (AR VR) in Aviation Market - Technology Trends

CHAPTER 4. AUGMENTED REALITY AND VIRTUAL REALITY (AR VR) IN AVIATION MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

- 4.1. Component Movement Analysis & Market Share, 2023 & 2030
- 4.2. Augmented Reality and Virtual Reality (AR VR) in Aviation Market Estimates & Forecast, By Component (USD Million)
 - 4.2.1. Hardware
 - 4.2.2. Software

CHAPTER 5. AUGMENTED REALITY AND VIRTUAL REALITY (AR VR) IN AVIATION MARKET: TECHNOLOGY ESTIMATES & TREND ANALYSIS

- 5.1. Technology Movement Analysis & Market Share, 2023 & 2030
- 5.2. Augmented Reality and Virtual Reality (AR VR) in Aviation Market Estimates & Forecast, By Technology (USD Million)
 - 5.2.1. Augmented Reality (AR)
 - 5.2.2. Virtual Reality (VR)

CHAPTER 6. AUGMENTED REALITY AND VIRTUAL REALITY (AR VR) IN AVIATION MARKET: END USE ESTIMATES & TREND ANALYSIS

- 6.1. End Use Movement Analysis & Market Share, 2023 & 2030
- 6.2. Augmented Reality and Virtual Reality (AR VR) in Aviation Market Estimates & Forecast, By End Use (USD Million)
 - 6.2.1. Commercial
 - 6.2.2. Military

CHAPTER 7. REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Augmented Reality and Virtual Reality (AR VR) in Aviation Market by Region, 2023 & 2030
- 7.2. North America
 - 7.2.1. North America Augmented Reality and Virtual Reality (AR VR) in Aviation Market Estimates & Forecasts, 2018 - 2030 (USD Million)
 - 7.2.2. U.S.
 - 7.2.3. Canada
 - 7.2.4. Mexico
- 7.3. Europe
 - 7.3.1. Europe Augmented Reality and Virtual Reality (AR VR) in Aviation Market

Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.2. Germany

7.3.3. UK

7.3.4. France

7.4. Asia Pacific

7.4.1. Asia Pacific Augmented Reality and Virtual Reality (AR VR) in Aviation Market

Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.2. Japan

7.4.3. China

7.4.4. India

7.4.5. South Korea

7.4.6. Australia

7.5. Latin America

7.5.1. Latin America Augmented Reality and Virtual Reality (AR VR) in Aviation Market

Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.2. Brazil

7.6. Middle East & Africa (MEA)

7.6.1. MEA Augmented Reality and Virtual Reality (AR VR) in Aviation Market

Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6.2. Saudi Arabia

7.6.3. UAE

7.6.4. South Africa

CHAPTER 8. AUGMENTED REALITY AND VIRTUAL REALITY (AR VR) IN AVIATION MARKET - COMPETITIVE LANDSCAPE

8.1. Recent Developments & Impact Analysis, By Key Market Participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Market Positioning

8.7. Company Heat Map Analysis

8.8. Strategy Mapping

8.8.1. Expansion/Divestiture

8.8.2. Collaborations/Partnerships

8.8.3. New Product Launches

8.8.4. Research & Development

8.9. Company Profiles

- 8.9.1. Aero Glass
 - 8.9.1.1. Participant's Overview
 - 8.9.1.2. Financial Performance
 - 8.9.1.3. Product Benchmarking
 - 8.9.1.4. Recent Developments
- 8.9.2. Bohemia Interactive Simulations
 - 8.9.2.1. Participant's Overview
 - 8.9.2.2. Financial Performance
 - 8.9.2.3. Product Benchmarking
 - 8.9.2.4. Recent Developments
- 8.9.3. Elbit Systems Ltd.
 - 8.9.3.1. Participant's Overview
 - 8.9.3.2. Financial Performance
 - 8.9.3.3. Product Benchmarking
 - 8.9.3.4. Recent Developments
- 8.9.4. Goggle LLC
 - 8.9.4.1. Participant's Overview
 - 8.9.4.2. Financial Performance
 - 8.9.4.3. Product Benchmarking
 - 8.9.4.4. Recent Developments
- 8.9.5. Honeywell International, Inc.
 - 8.9.5.1. Participant's Overview
 - 8.9.5.2. Financial Performance
 - 8.9.5.3. Product Benchmarking
 - 8.9.5.4. Recent Developments
- 8.9.6. HTC Corporation
 - 8.9.6.1. Participant's Overview
 - 8.9.6.2. Financial Performance
 - 8.9.6.3. Product Benchmarking
 - 8.9.6.4. Recent Developments
- 8.9.7. IBM Corporation
 - 8.9.7.1. Participant's Overview
 - 8.9.7.2. Financial Performance
 - 8.9.7.3. Product Benchmarking
 - 8.9.7.4. Recent Developments
- 8.9.8. Jasoren
 - 8.9.8.1. Participant's Overview
 - 8.9.8.2. Financial Performance
 - 8.9.8.3. Product Benchmarking

- 8.9.8.4. Recent Developments
- 8.9.9. Microsoft Corporation
 - 8.9.9.1. Participant's Overview
 - 8.9.9.2. Financial Performance
 - 8.9.9.3. Product Benchmarking
 - 8.9.9.4. Recent Developments
- 8.9.10. Sony Corporation
 - 8.9.10.1. Participant's Overview
 - 8.9.10.2. Financial Performance
 - 8.9.10.3. Product Benchmarking
 - 8.9.10.4. Recent Developments

List Of Tables

LIST OF TABLES

Table 1 Key market driver impact

Table 2 Key market restraint impact

Table 3 Augmented Reality and Virtual Reality (AR VR) in Aviation Market Revenue Estimates and Forecast, By Component, 2018 - 2030 (USD Million)

Table 4 Augmented Reality and Virtual Reality (AR VR) in Aviation Market Revenue Estimates and Forecast, By Technology, 2018 - 2030 (USD Million)

Table 5 Augmented Reality and Virtual Reality (AR VR) in Aviation Market Revenue Estimates and Forecast, by End Use, 2018 - 2030 (USD Million)

Table 6 Recent Developments & Impact Analysis, By Key Market Participants

Table 7 Company Heat Map Analysis

Table 8 Key companies launching new products

Table 9 Key companies pursuing expansions

Table 10 Key companies pursuing mergers & acquisitions

Table 11 Key companies striking collaborations/partnerships

List Of Figures

LIST OF FIGURES

- Fig.1 Research Process
- Fig.2 Market Formulation
- Fig.3 Market segmentation and scope
- Fig.4 Encoder market, 2017 - 2030
- Fig.5 Encoder- Value chain analysis
- Fig.6 Encoder market dynamics
- Fig.7 Key Opportunities Analysis
- Fig.8 Encoder market share by type 2023 & 2030
- Fig.9 Encoder market share by signal type, 2023 & 2030
- Fig.10 Encoder market share by technology, 2023 & 2030
- Fig.11 Encoder market share by application, 2023 & 2030
- Fig.12 Encoder market share by region, 2023 & 2030
- Fig.13 North America marketplace: Key takeaways
- Fig.14 Europe marketplace: Key takeaways
- Fig.15 Asia Pacific marketplace: Key takeaways
- Fig.16 Latin America marketplace: Key takeaways
- Fig.17 MEA marketplace: Key takeaways

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