

# Eye Tracking Market Size, Share & Trends Analysis Report By Type (Optical, Eye Attached Tracking), By Application (Healthcare, Consumer Electronics), By Component (Hardware, Software), By Location, And Segment Forecasts, 2022 - 2030

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## Abstracts

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### Eye Tracking Market Growth & Trends

The global eye tracking market size is expected to reach USD 8.06 billion by 2030, registering a CAGR of 33.4% over the forecast period, according to a new report by Grand View Research, Inc. Vision capturing systems determine the duration and the exact location of the user's visual attention. The system includes recording the pupil movement, determining the fixation point and duration, processing the data & images, and filtering the relevant data using software algorithms. The filtered data can be analyzed and used for various applications in the automotive, consumer electronics, healthcare, and retail industries. Eye movement detection is one of the most important features integrated into VR headsets. In July 2016, Fove, Inc. launched its eye-tracking VR headset to directly incorporate the eye-tracking sensors into the headset to monitor the user's gaze.

In the future, vision tracing is anticipated to enable foveated rendering. This technology devotes most of the computer's graphics to what the user views while keeping other low-quality content. Eye-tracking technology is also utilized by the military and aerospace industries. For instance, in June 2020, pilots in India tested an aircraft display system that works by tracking and responding to eye movements. Governments worldwide have expanded their investment in the sector as eye-tracking technology in

the military and defense has increased, which is one of the reasons for the sector's growth. For instance, in march 2022, The U.S. Army Aeromedical Research Laboratory (USAARL) signed a Cooperative R&D agreement with EyeTracking LLC.

The partnership will help monitor military personnel's safety and health during missions through the use of PilotReady Software of EyeTracking. Eye-tracking, when combined with assistive technology, improves the lives of people with disabilities. For instance, Tobii Inc. created Gaze interaction technology, a computer access strategy that allows individuals with disabilities to explore and control a computer with their eyes; all of the functions that a typical computer user uses a mouse for can be done with the eyes. Vision tracking technology has been in use in the healthcare and biomedical sectors. For instance, vision-capturing sensors aid in detecting head trauma. However, in recent years, sight tracing is increasingly being used in automotive and consumer electronics applications as well.

## Eye Tracking Market Report Highlights

The optical tracking segment is expected to witness the second-fastest CAGR over the forecast period and account for the largest revenue share of the market by 2030

By 2030, the healthcare segment is projected to account for a significant share of the global market revenue

The regional market of North America accounted for the largest revenue share in 2021 and is anticipated to continue dominating the global market over the forecast period

On the other hand, Asia Pacific is estimated to be the fastest-growing regional market from 2022 to 2030

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