

Immersive Analytics Market Size, Share & Trends Analysis Report By Component (Hardware, Solution), By Industry (Manufacturing, Automotive), By Application, By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/I420CA564798EN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,950.00 (Single User License)

ID: I420CA564798EN

Abstracts

This report can be delivered to the clients within 3 Business Days

Immersive Analytics Market Size & Trends

The immersive analytics market size was estimated at USD 1,702.7 million in 2024 and is projected to grow at a CAGR of 47.3% from 2025 to 2030. The market growth is driven by the rising volume and complexity of data generated across various industries, such as healthcare, gaming, and manufacturing, among others. In addition, the growing need for advanced analytics tools that can provide meaningful insights, and the growing expansion and integration of IoT are accelerating the market growth. Furthermore, there is an increasing trend towards integrating real-time data streams from IoT devices into immersive analytics solutions. This capability allows businesses to access instant insights that inform decision-making processes promptly, thereby improving operational efficiency, and further driving the immersive analytics industry expansion.

The increasing trend of integrating real-time data streams from IoT (Internet of Things) devices into immersive analytics solutions is significantly boosting the immersive analytics industry. This integration allows businesses to access instant insights that inform decision-making processes promptly, thereby improving operational efficiency. Real-time data visualization, enhanced by IoT, enables users to interact with data in real time, drill down for specifics, and pan or zoom to see different perspectives, making complex patterns instantly clear. These trends collectively enhance user experience and drive immersive analytics industry growth.

The continuous advancements in augmented reality, virtual reality, and mixed reality technologies are driving market growth. As hardware becomes more sophisticated and affordable, organizations are increasingly able to deploy these technologies on scale. Enhanced capabilities offered by modern headsets allow users to interact with data seamlessly in a three-dimensional space, improving collaboration among analysts and stakeholders while increasing the speed and accuracy of decision-making processes.

Furthermore, the increasing integration of real-time data streams from IoT devices into immersive analytics solutions is significantly propelling the expansion of the immersive analytics industry. This provides businesses with immediate insights that enhance decision-making and improve operational efficiency. Real-time data visualization, facilitated by IoT, allows users to dynamically interact with data, investigate specific details, and gain different perspectives, clarifying complex patterns. This capability extends to anomaly detection, predictive maintenance, and optimized resource allocation.

Moreover, companies in the market are forming collaborations and strategic partnerships between immersive technology developers and data analytics experts to create comprehensive solutions. Companies are also heavily investing in research and development to expand their product lines and offer advanced, tailored solutions for specific markets. Emphasizing user-friendly design and data security is crucial for broader adoption, and investing in pilot projects while forming strategic partnerships with tech developers can foster growth. Such strategies by key companies are expected to drive market growth in the coming years.

Global Immersive Analytics Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technological trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global immersive analytics market report based on component, application, and end use:

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

Hardware

Solution

Services

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

Education And Training

Sales And Marketing

Design And Visualization

Others

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

Aerospace & Defense

Manufacturing

Automotive

Education

Media & Entertainment

Gaming

Healthcare

Retail & E-commerce

Others

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East & Africa

Saudi Arabia

South Africa

UAE

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
 - 1.2.1. Information analysis
 - 1.2.2. Market formulation & data visualization
 - 1.2.3. Data validation & publishing
- 1.3. Research Scope and Assumptions
 - 1.3.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. IMMERSIVE ANALYTICS MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Technology Challenge
- 3.3. Immersive Analytics Market Analysis Tools
 - 3.3.1. Technology Analysis - Porter's
 - 3.3.1.1. Bargaining power of the suppliers
 - 3.3.1.2. Bargaining power of the buyers
 - 3.3.1.3. Threats of substitution
 - 3.3.1.4. Threats from new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic and social landscape
 - 3.3.2.3. Technological landscape

CHAPTER 4. IMMERSIVE ANALYTICS MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

4.1. Segment Dashboard

4.2. Immersive Analytics Market: Component Movement Analysis, 2024 & 2030 (USD Million)

4.3. Hardware

4.3.1. Hardware Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4. Solution

4.4.1. Solution Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5. Services

4.5.1. Services Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. IMMERSIVE ANALYTICS MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

5.1. Segment Dashboard

5.2. Immersive Analytics Market: Application Movement Analysis, 2024 & 2030 (USD Million)

5.3. Education & Training

5.3.1. Education & Training Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4. Sales & Marketing

5.4.1. Sales & Marketing Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5. Design & Visualization

5.5.1. Design & Visualization Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

5.6. Others

5.6.1. Design & Visualization Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. IMMERSIVE ANALYTICS MARKET: INDUSTRY ESTIMATES & TREND ANALYSIS

6.1. Segment Dashboard

6.2. Immersive Analytics Market: Industry Movement Analysis, 2024 & 2030 (USD Million)

6.3. Aerospace & Defense

6.3.1. Aerospace & Defense Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4. Manufacturing

6.4.1. Manufacturing Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5. Automotive

6.5.1. Automotive Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6. Education

6.6.1. Education Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.7. Media & Entertainment

6.7.1. Media & Entertainment Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.8. Gaming

6.8.1. Gaming Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.9. Healthcare

6.9.1. Healthcare Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.10. Retail & E-commerce

6.10.1. Retail & E-commerce Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.11. Others

6.11.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Immersive Analytics Market by Region, 2024 & 2030

7.2. North America

7.2.1. North America Immersive Analytics Market Estimates & Forecasts, 2018 - 2030, (USD Million)

7.2.2. U.S.

7.2.2.1. Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.3. Canada

7.2.3.1. Canada Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.4. Mexico

7.2.4.1. Mexico Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3. Europe

7.3.1. Europe Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

Million)

7.3.2. UK

7.3.2.1. UK Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.3. Germany

7.3.3.1. Germany Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.4. France

7.3.4.1. France Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Asia Pacific Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.2. China

7.4.2.1. China Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.3. Japan

7.4.3.1. Japan Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.4. India

7.4.4.1. India Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.5. South Korea

7.4.5.1. South Korea Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.6. Australia

7.4.6.1. Australia Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5. Latin America

7.5.1. Latin America Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5.2. Brazil

7.5.2.1. Brazil Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6. Middle East and Africa

7.6.1. Middle East and Africa Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6.2. Saudi Arabia

7.6.2.1. Saudi Arabia Immersive Analytics Market Estimates and Forecasts, 2018 -

2030 (USD Million)

7.6.3. South Africa

7.6.3.1. South Africa Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6.4. UAE

7.6.4.1. UAE Immersive Analytics Market Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Company Categorization

8.2. Company Market Positioning

8.3. Company Heat Map Analysis

8.4. Company Profiles/Listing

8.4.1. Google LLC

8.4.1.1. Participant's Overview

8.4.1.2. Financial Performance

8.4.1.3. Product Benchmarking

8.4.1.4. Strategic Initiatives

8.4.2. Microsoft Corporation

8.4.2.1. Participant's Overview

8.4.2.2. Financial Performance

8.4.2.3. Product Benchmarking

8.4.2.4. Strategic Initiatives

8.4.3. IBM Corporation

8.4.3.1. Participant's Overview

8.4.3.2. Financial Performance

8.4.3.3. Product Benchmarking

8.4.3.4. Strategic Initiatives

8.4.4. Accenture PLC

8.4.4.1. Participant's Overview

8.4.4.2. Financial Performance

8.4.4.3. Product Benchmarking

8.4.4.4. Strategic Initiatives

8.4.5. SAP SE

8.4.5.1. Participant's Overview

8.4.5.2. Financial Performance

8.4.5.3. Product Benchmarking

8.4.5.4. Strategic Initiatives

8.4.6. Meta Platforms, Inc

8.4.6.1. Participant's Overview

8.4.6.2. Financial Performance

8.4.6.3. Product Benchmarking

8.4.6.4. Strategic Initiatives

8.4.7. HTC Corporation

8.4.7.1. Participant's Overview

8.4.7.2. Financial Performance

8.4.7.3. Product Benchmarking

8.4.7.4. Strategic Initiatives

8.4.8. Unity Software

8.4.8.1. Participant's Overview

8.4.8.2. Financial Performance

8.4.8.3. Product Benchmarking

8.4.8.4. Strategic Initiatives

8.4.9. EON Reality, Inc.

8.4.9.1. Participant's Overview

8.4.9.2. Financial Performance

8.4.9.3. Product Benchmarking

8.4.9.4. Strategic Initiatives

8.4.10. HCL Technologies

8.4.10.1. Participant's Overview

8.4.10.2. Financial Performance

8.4.10.3. Product Benchmarking

8.4.10.4. Strategic Initiatives

I would like to order

Product name: Immersive Analytics Market Size, Share & Trends Analysis Report By Component (Hardware, Solution), By Industry (Manufacturing, Automotive), By Application, By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/l420CA564798EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l420CA564798EN.html>