

Global Augmented Reality (AR) Market Professional Survey 2019 by Manufacturers, Regions, Types and Applications, Forecast to 2024

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Abstracts

In this report, we analyze the Augmented Reality (AR) industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different Augmented Reality (AR) based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Augmented Reality (AR) industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global Augmented Reality (AR) market include:

Google

Microsoft

Vuzix

Samsung Electronics

Oculus VR

Eon Reality

Infinity Augmented Reality

Magic Leap

Blippar

Daqri

HTC

Playstation

Avegant

OSVR

Zeiss

Visus

FOVE

StarVR

Market segmentation, by product types:

Augmented Reality Glasses

Augmented Reality Display

Other

Market segmentation, by applications:

Game

Medical

Aerospace & Defence

Others

Market segmentation, by regions:

North America

Europe

Asia Pacific

Middle East & Africa

Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia, China, Japan) production, production value, consumption, consumption value, import and export of Augmented Reality (AR)?
2. Who are the global key manufacturers of Augmented Reality (AR) industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Augmented Reality (AR)? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Augmented

Reality (AR)? What is the manufacturing process of Augmented Reality (AR)?

5. Economic impact on Augmented Reality (AR) industry and development trend of Augmented Reality (AR) industry.

6. What will the Augmented Reality (AR) market size and the growth rate be in 2024?

7. What are the key factors driving the global Augmented Reality (AR) industry?

8. What are the key market trends impacting the growth of the Augmented Reality (AR) market?

9. What are the Augmented Reality (AR) market challenges to market growth?

10. What are the Augmented Reality (AR) market opportunities and threats faced by the vendors in the global Augmented Reality (AR) market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global Augmented Reality (AR) market.

2. To provide insights about factors affecting the market growth. To analyze the Augmented Reality (AR) market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.

3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.

4. To provide country level analysis of the market with respect to the current market size and future prospective.

5. To provide country level analysis of the market for segment by application, product type and sub-segments.

6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.

7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Augmented Reality (AR) market.

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