

AR and VR Smart Glasses Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global AR and VR smart glasses market size reached US\$ 14.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 30.7 Billion by 2028, exhibiting a growth rate (CAGR) of 13.5% during 2023-2028.

VR (virtual reality) and AR (augmented reality) glasses refer to smart glasses that bridge the gap between the physical and digital worlds. AR glasses assist in changing images or modifying views of the real world while assisting users with everyday tasks and allowing them to express themselves more effectively. In contrast, VR glasses provide an immersive virtual experience, thus allowing users to feel the experience of being in an actual location. With AR and VR glasses, wearers can record still images, videos, and audio remotely, share their point of view in real-time, access information hands-free, exchange data, and augment their real world. Additionally, users can analyze information relevant to their surroundings through these glasses. As a result, AR and VR smart glasses can enhance and even replace existing technology solutions within enterprise supply chains, thereby enhancing workplace efficiency, productivity, and compliance.

AR and VR Smart Glasses Market Trends:

The market is majorly driven by the widespread adoption of AR and VR technology in numerous end-use industries, including e-commerce, healthcare, military and defense, and education. This can be attributed to continual advancements in artificial intelligence (AI), machine learning (ML) and the internet of things (IoT) in combination with big data

and analytics. In line with this, the widespread demand for augmented and virtual reality games, along with the rising number of gamers, are resulting in a higher product uptake on the global level. Moreover, rapid digitization, the increasing penetration of high-speed 5G internet, and rapid developments in mobile applications are also creating a positive market outlook. The market is further driven by continual product innovations, such as the integration of 3D interactive content with 360-degree video, enhanced face and object tracking, and better speech recognition. Some of the other factors providing an impetus to the market include the emergence of industry 4.0, rapid industrialization, inflating disposable income levels and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global AR and VR smart glasses market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type and end use.

Breakup by Type:

- Optical See Through
- Video See Through

Breakup by End Use:

- Gaming Industry
- Healthcare
- Education
- Military and Defense
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan

India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Avegant Corp., Everysight Ltd. (Elbit Systems Ltd.), HTC Corporation, Kopin Corporation, Microsoft Corporation, Optinvent, Seiko Epson Corporation, Sony Interactive Entertainment LLC (Sony Group Corporation) and Vuzix.

Key Questions Answered in This Report:

How has the global AR and VR smart glasses market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global AR and VR smart glasses market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the end use?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global AR and VR smart glasses market and who are the key players?

What is the degree of competition in the industry?

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