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Augmented Reality Gaming Market Report by Component (Software, Hardware), Technology (RFID, GPS, Mobile Tracking, and Others), Device (Mobiles, HMDs, Smart Glasses), Game Type (Racing Games, Adventure Games, Fighting Games, Shooting Games, Mystery Thriller Games, Puzzle Games, Science Fiction Games, and Others), and Region 2024-2032

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Abstracts

The global augmented reality gaming market size reached US$ 11.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US$ 102.7 Billion by 2032, exhibiting a growth rate (CAGR) of 27.2% during 2024-2032.

The market is currently being driven by the technological advancements, coupled with a rising number of mobile gamers. Augmented reality, also known as AR, is the integration of digital information with the real time environment of the user. In gaming, unlike virtual reality, augmented reality utilises existing environment and enhances it with an overlay of distinct features. In addition to this, augmented reality helps in creating a view for the players with intense video, graphics and sound by using a device-camera. For games on smartphones, augmented reality has become an important tool as it enables the gamers to create their own characters, targets and racing terrains. It also enables them to scan their local surroundings so as to invite their neighbors and create a virtual track.

Global Augmented Reality Gaming Market: Drivers/Constraints:
The technology for augmented reality is new and has immense potential. Over the years, various large manufacturers have introduced numerous augmented reality

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applications which have presented the gamers with new ways to interact with the real world.
The continuous rise in the number of mobile gamers has created a positive impact on the demand for augmented reality games. We expect this trend to continue during the next five years.
China, the United States and Japan currently represent the key demand drivers for this market.
The initial cost of obtaining a high-quality augmented reality game equipment is high which makes it difficult for ordinary consumers to afford a console.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global augmented reality gaming market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on component, technology, device and game type.

Breakup by Component:

Software
Hardware

Based on the component, the market has been segmented as software and hardware.

Breakup by Technology:

RFID
GPS
Mobile Tracking
Others

Based on the technology, the market has been segmented into RFID, GPS and mobile tracking.

Breakup by Device:

Mobiles
HMDs
Smart Glasses

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Based on the device, the market has been segmented as mobiles, HMDs and smart glasses.

Breakup by Game Type:

Racing Games
Adventure Games
Fighting Games
Shooting Games
Mystery Thriller Games
Puzzle Games
Science Fiction Games
Others

On the basis of game type, the major segments covered include racing games, adventure games, fighting games, shooting games, mystery thriller games, puzzle games and science fiction games.

Breakup by Region:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

Region-wise, the market has been segmented into North America, Asia Pacific, Europe, Middle East and Africa, and Latin America.

Competitive Landscape:
The competitive landscape of the market has also been examined with some of the key players being Augmented Pixels, Aurasma, Blippar, Catchoom, Infinity Augmented Reality, Metaio, Qualcomm, Total Immersion, VividWorks, Wikitude and Zappar.

This report provides a deep insight into the global augmented reality gaming market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter’s five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants,

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business strategists, and all those who have any kind of stake or are planning to foray into the augmented reality gaming market in any manner.

Key Questions Answered in This Report

1. What was the size of the global augmented reality gaming market in 2023?
2. What is the expected growth rate of the global augmented reality gaming market during 2024-2032?
3. What are the key factors driving the global augmented reality gaming market?
4. What has been the impact of COVID-19 on the global augmented reality gaming market?
5. What is the breakup of the global augmented reality gaming market based on the component?
6. What is the breakup of the global augmented reality gaming market based on the technology?
7. What is the breakup of the global augmented reality gaming market based on the device?
8. What are the key regions in the global augmented reality gaming market?
9. Who are the key players/companies in the global augmented reality gaming market?

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