

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

<https://marketpublishers.com/r/A73B4573E06EEN.html>

Date: January 2024

Pages: 147

Price: US\$ 3,899.00 (Single User License)

ID: A73B4573E06EEN

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

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

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,

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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL AUGMENTED REALITY GAMING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Component
- 5.5 Market Breakup by Technology
- 5.6 Market Breakup by Device
- 5.7 Market Breakup by Game Type
- 5.8 Market Breakup by Region
- 5.9 Market Forecast
- 5.10 SWOT Analysis
 - 5.10.1 Overview
 - 5.10.2 Strengths

- 5.10.3 Weaknesses
- 5.10.4 Opportunities
- 5.10.5 Threats
- 5.11 Value Chain Analysis
 - 5.11.1 Overview
 - 5.11.2 Research and Development
 - 5.11.3 Input
 - 5.11.4 Products and Services
 - 5.11.5 Marketing and Distribution
 - 5.11.6 End-Users
 - 5.11.7 Post Sales Services
- 5.12 Porters Five Forces Analysis
 - 5.12.1 Overview
 - 5.12.2 Bargaining Power of Buyers
 - 5.12.3 Bargaining Power of Suppliers
 - 5.12.4 Degree of Competition
 - 5.12.5 Threat of New Entrants
 - 5.12.6 Threat of Substitutes
- 5.13 Price Analysis

6 MARKET BREAKUP BY COMPONENT

- 6.1 Software
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Hardware
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY TECHNOLOGY

- 7.1 RFID
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 GPS
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Mobile Tracking
 - 7.3.1 Market Trends

- 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY DEVICE

- 8.1 Mobiles
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 HMDs
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Smart Glasses
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY GAME TYPE

- 9.1 Racing Games
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Adventure Games
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Fighting Games
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Shooting Games
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Mystery Thriller Games
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast
- 9.6 Puzzle Games
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Science Fiction Games
 - 9.7.1 Market Trends

9.7.2 Market Forecast

9.8 Others

9.8.1 Market Trends

9.8.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Europe

10.2.1 Market Trends

10.2.2 Market Forecast

10.3 Asia Pacific

10.3.1 Market Trends

10.3.2 Market Forecast

10.4 Middle East and Africa

10.4.1 Market Trends

10.4.2 Market Forecast

10.5 Latin America

10.5.1 Market Trends

10.5.2 Market Forecast

11 COMPETITIVE LANDSCAPE

11.1 Market Structure

11.2 Key Players

11.3 Profiles of Key Players

11.3.1 Augmented Pixels

11.3.2 Aurasma

11.3.3 Blippar

11.3.4 Catchoom

11.3.5 Infinity Augmented Reality

11.3.6 Metaio

11.3.7 Qualcomm

11.3.8 Total Immersion

11.3.9 VividWorks

11.3.10 Wikitude

11.3.11 Zappar

List Of Tables

LIST OF TABLES

Table 1: Global: Augmented Reality Gaming Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Augmented Reality Gaming Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Augmented Reality Gaming Market Forecast: Breakup by Technology (in Million US\$), 2024-2032

Table 4: Global: Augmented Reality Gaming Market Forecast: Breakup by Device (in Million US\$), 2024-2032

Table 5: Global: Augmented Reality Gaming Market Forecast: Breakup by Game Type (in Million US\$), 2024-2032

Table 6: Global: Augmented Reality Gaming Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Augmented Reality Gaming Market: Competitive Structure

Table 8: Global: Augmented Reality Gaming Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Augmented Reality Gaming Market: Major Drivers and Challenges

Figure 2: Global: Augmented Reality Gaming Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Augmented Reality Gaming Market: Breakup by Component (in %), 2023

Figure 4: Global: Augmented Reality Gaming Market: Breakup by Technology (in %), 2023

Figure 5: Global: Augmented Reality Gaming Market: Breakup by Device (in %), 2023

Figure 6: Global: Augmented Reality Gaming Market: Breakup by Game Type (in %), 2023

Figure 7: Global: Augmented Reality Gaming Market: Breakup by Region (in %), 2023

Figure 8: Global: Augmented Reality Gaming Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Augmented Reality Gaming Industry: SWOT Analysis

Figure 10: Global: Augmented Reality Gaming Industry: Value Chain Analysis

Figure 11: Global: Augmented Reality Gaming Industry: Porter's Five Forces Analysis

Figure 12: Global: Augmented Reality Gaming Market (Software): Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Augmented Reality Gaming Market Forecast (Software): Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Augmented Reality Gaming Market (Hardware): Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Augmented Reality Gaming Market Forecast (Hardware): Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Augmented Reality Gaming Market (RFID): Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Augmented Reality Gaming Market Forecast (RFID): Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Augmented Reality Gaming Market (GPS): Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Augmented Reality Gaming Market Forecast (GPS): Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Augmented Reality Gaming Market (Mobile Tracking): Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Augmented Reality Gaming Market Forecast (Mobile Tracking):

Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Augmented Reality Gaming Market (Other Technologies): Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Augmented Reality Gaming Market Forecast (Other Technologies): Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Augmented Reality Gaming Market (Mobiles): Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Augmented Reality Gaming Market Forecast (Mobiles): Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Augmented Reality Gaming Market (HMDs): Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Augmented Reality Gaming Market Forecast (HMDs): Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Augmented Reality Gaming Market (Smart Glasses): Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Augmented Reality Gaming Market Forecast (Smart Glasses): Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Augmented Reality Gaming Market (Racing Games): Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Augmented Reality Gaming Market Forecast (Racing Games): Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Augmented Reality Gaming Market (Adventure Games): Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Augmented Reality Gaming Market Forecast (Adventure Games): Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Augmented Reality Gaming Market (Fighting Games): Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Augmented Reality Gaming Market Forecast (Fighting Games): Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Augmented Reality Gaming Market (Shooting Games): Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Augmented Reality Gaming Market Forecast (Shooting Games): Sales Value (in Million US\$), 2024-2032

Figure 38: Global: Augmented Reality Gaming Market (Mystery Thriller Games): Sales Value (in Million US\$), 2018 & 2023

Figure 39: Global: Augmented Reality Gaming Market Forecast (Mystery Thriller Games): Sales Value (in Million US\$), 2024-2032

Figure 40: Global: Augmented Reality Gaming Market (Puzzle Games): Sales Value (in Million US\$), 2018 & 2023

Figure 41: Global: Augmented Reality Gaming Market Forecast (Puzzle Games): Sales Value (in Million US\$), 2024-2032

Figure 42: Global: Augmented Reality Gaming Market (Science Fiction Games): Sales Value (in Million US\$), 2018 & 2023

Figure 43: Global: Augmented Reality Gaming Market Forecast (Science Fiction Games): Sales Value (in Million US\$), 2024-2032

Figure 44: Global: Augmented Reality Gaming Market (Other Games): Sales Value (in Million US\$), 2018 & 2023

Figure 45: Global: Augmented Reality Gaming Market Forecast (Other Games): Sales Value (in Million US\$), 2024-2032

Figure 46: North America: Augmented Reality Gaming Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: North America: Augmented Reality Gaming Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Europe: Augmented Reality Gaming Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Europe: Augmented Reality Gaming Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Asia-Pacific: Augmented Reality Gaming Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Asia-Pacific: Augmented Reality Gaming Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Middle East and Africa: Augmented Reality Gaming Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Middle East and Africa: Augmented Reality Gaming Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Latin America: Augmented Reality Gaming Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Latin America: Augmented Reality Gaming Market Forecast: Sales Value (in Million US\$), 2024-2032

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/A73B4573E06EEN.html>

Price: US\$ 3,899.00 (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/A73B4573E06EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970