

Eye Tracking Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global eye tracking market size reached US\$ 886.2 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3,750.1 Million by 2028, exhibiting a growth rate (CAGR) of 27.2% during 2022-2028. The growing need for gaining insights into consumer behavior, increasing utilization in healthcare, and rising investments in research and development activities represent some of the key factors driving the market.

Eye tracking is the process of analyzing and monitoring eye movement, gaze, and fixations. It relies on invisible near-infrared light and high-definition cameras to project light and record multiple eye functions, such as blinking, ignoring, looking, and other reactions of the pupil to stimuli. It enables studying of individual behavior to improve the experience of products, websites, and applications by identifying areas of improvement. It assists in the diagnosis and treatment of medical conditions, such as dyslexia, autism, and schizophrenia. Moreover, it helps in assessing visual impairments and guides the development of interventions. As a result, it finds extensive applications in psychological research, packaging designs, healthcare, retail, intelligent security systems, automotive, and consumer electronics across the globe.

Eye Tracking Market Trends:

The burgeoning e-commerce industry, coupled with extensive utilization of eye trackers for gaining insights into consumer behavior by analyzing the amount of time an individual spends on browsing a product, currently represents one of the key factors positively influencing the market across the globe. In addition, the growing applications of eye tracking technologies, such as optical eye tracking (OET) and electrooculography (EOG), in objectively determining fatigue in soldiers and preventing injuries and accidents is creating a favorable market outlook. Apart from this, the integration of advanced technologies, such as artificial intelligence (AI), machine learning (ML), virtual reality (VR), and augmented reality (AR), with eye trackers are bolstering the growth of

the market. In addition to this, eye trackers are employed in prison management systems for identifying individuals and other security purposes, which is fueling the market growth. Furthermore, eye tracking is widely employed in studying different medical conditions, such as neurological and psychiatric disorders, based on the observation of eye movements, which provide insights into cognitive processing. This, in confluence with the increasing adoption of eye tracking to study different medical conditions, is strengthening the market growth. Besides this, extensive investments in research and development (R&D) activities and increasing utilization of eye tracking to facilitate researchers to play back events and analyze the experience of individuals with different objects are stimulating the growth of the market around the world.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global eye tracking market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, component, location and application.

Type Insights:

Eye Attached Tracking

Optical Tracking

Electrooculography

The report has provided a detailed breakup and analysis of the eye tracking market based on the type. This includes eye attached tracking, optical tracking, and electrooculography. According to the report, optical tracking represented the largest segment.

Breakup by Component:

Hardware

Software

A detailed breakup and analysis of the eye tracking market based on the component has also been provided in the report. This includes hardware and software. According to the report, hardware accounted for the largest market share.

Location Insights:

Remote

Mobile

A detailed breakup and analysis of the eye tracking market based on the location has also been provided in the report. This includes remote and mobile. According to the report, remote accounted for the largest market share.

Application Insights:

Healthcare

Retail

Research

Automotive

Consumer Electronics

Others

A detailed breakup and analysis of the eye tracking market based on the application has also been provided in the report. This includes healthcare, retail, research, automotive, consumer electronics, and others. According to the report, healthcare accounted for the largest market share.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for eye tracking. Some of the factors driving the North America eye tracking market included the technological

advancements, extensive research and development activities, advanced security, etc.
Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global eye tracking market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Ergoneers GmbH, Eyegaze Inc., EyeTech Digital Systems Inc., EyeTracking Inc., Gazepoint Research Inc., iMotions A/S, Mirametrix Inc., Seeing Machines, Smart Eye AB, SR Research Ltd., Tobii AB., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global eye tracking market in 2022?
2. What is the expected growth rate of the global eye tracking market during 2023-2028?
3. What has been the impact of COVID-19 on the global eye tracking market ?
4. What are the key factors driving the global eye tracking market ?
5. What is the breakup of the global eye tracking market based on the type ?
6. What is the breakup of the global eye tracking market based on the component ?
7. What is the breakup of the global eye tracking market based on the location ?
8. What is the breakup of the global eye tracking market based on the application ?
9. What are the key regions in the global eye tracking market ?
10. Who are the key players/companies in the global eye tracking market ?

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