

Mixed Reality Market Report by Component (Hardware, Software), Device Type (Wired Device, Wireless Device), Application (Aerospace and Defense, Architecture, Entertainment and Gaming, Medical, and Others), and Region 2024-2032

<https://marketpublishers.com/r/M8FB17B59242EN.html>

Date: August 2024

Pages: 146

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

ID: M8FB17B59242EN

Abstracts

The global mixed reality market size reached US\$ 1,629.9 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 22,217.6 Million by 2032, exhibiting a growth rate (CAGR) of 32.67% during 2024-2032. The growing need for high quality and enhanced virtual experience, increasing application in corporate events, and rising demand in the gaming and entertainment industry to offer realistic gaming experience represent some of the key factors driving the market.

Mixed reality (MR), also known as hybrid reality, refers to a technology that comprises virtual reality (VR) and augmented reality (AR). It relies on advancements in computer vision, display technologies, graphical processing, input systems, artificial intelligence (AI), and cloud computing. It is a cost-effective, time-saving, and engaging way to provide training to many people. It allows an individual to interact with a virtual environment by using next generation sensing and imaging technologies and enhances the experience with holographic representation of people. It assists in providing face-to-face (F2F) meetings with geographically dispersed teams in a business. Besides this, it aids in detecting physical objects through spatial mapping and bounding boxes. As a result, MR is widely employed in the healthcare, automotive, aerospace and defense, construction, gaming and entertainment, architecture, and education industries across the globe.

Mixed Reality Market Trends:

At present, the rising utilization of MR in the gaming and entertainment industry to offer realistic gaming experiences to users worldwide represents one of the key factors contributing to the growth of the market. Besides this, the growing adoption of MR in the education industry for making the learning process more engaging and attractive using three-dimension (3D) videos and pictures while reducing learning errors is offering a positive market outlook. Additionally, there is a rise in the need for high-quality and enhanced virtual experiences among the masses around the world. This, coupled with the increasing demand for MR in interior designs and architecture to design infrastructure and products easily, is bolstering the growth of the market. Apart from this, the rising utilization of MR in corporate events to expand the business reach by telling brand stories and connecting with attendees is impelling the growth of the market. Moreover, the increasing adoption in the healthcare industry for surgical applications and providing medical training is offering lucrative growth opportunities to industry investors. In addition, the rising emergence of big data and cloud computing technologies in the MR is supporting the growth of the market. Furthermore, the increasing demand for MR in the aerospace and defense industry, as it provides holographic images of the engine that aids in better understanding and in-depth research of the engine, is strengthening the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mixed reality market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, device type and application.

Component Insights:

Hardware

Sensor

Semiconductor Component

Power Units

Software

The report has provided a detailed breakup and analysis of the mixed reality market based on the component. This includes hardware (sensor, semiconductor component, and power units) and software. According to the report, hardware represented the largest segment.

Device Type Insights:

Wired Device

Wireless Device

A detailed breakup and analysis of the mixed reality market based on the device type has also been provided in the report. This includes wired device and wireless device. According to the report, wireless device accounted for the largest market share.

Application Insights:

Aerospace and Defense

Architecture

Entertainment and Gaming

Medical

Simulation Training

Visualization of Scans

Simulation Surgery

Others

A detailed breakup and analysis of the mixed reality market based on the application has also been provided in the report. This includes aerospace and defense, architecture, entertainment and gaming, medical (simulation training, visualization of scans, and simulation surgery), and others. According to the report, aerospace and

defense 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 mixed reality. Some of the factors driving the North America mixed reality market included the presence of numerous key players, rising adoption of MR in the healthcare, automotive, and entertainment sector, introduction of fifth generation (5G) and upgraded network infrastructure, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global mixed reality 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 Apple Inc., Canon Inc, Dell Technologies Inc., EON Reality, Facebook Inc., HP Development Company L.P, HTC Corporation, Intel Corporation, Magic Leap Inc., Microsoft Corporation, Samsung Electronics Co Ltd., Seiko Epson Corporation., 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. How big is the global mixed reality market?
2. What is the expected growth rate of the global mixed reality market during 2024-2032?
3. What are the key factors driving the global mixed reality market?
4. What has been the impact of COVID-19 on the global mixed reality market?
5. What is the breakup of the global mixed reality market based on the component?
6. What is the breakup of the global mixed reality market based on the device type?
7. What is the breakup of the global mixed reality market based on the application?
8. What are the key regions in the global mixed reality market?
9. Who are the key players/companies in the global mixed reality 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 MIXED REALITY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY COMPONENT

- 6.1 Hardware
 - 6.1.1 Market Trends
 - 6.1.2 Key Segments
 - 6.1.2.1 Sensor
 - 6.1.2.2 Semiconductor Component
 - 6.1.2.3 Power Units
 - 6.1.3 Market Forecast

6.2 Software

6.2.1 Market Trends

6.2.2 Market Forecast

7 MARKET BREAKUP BY DEVICE TYPE

7.1 Wired Device

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Wireless Device

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Aerospace and Defense

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Architecture

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Entertainment and Gaming

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Medical

8.4.1 Market Trends

8.4.2 Key Segments

8.4.2.1 Simulation Training

8.4.2.2 Visualization of Scans

8.4.2.3 Simulation Surgery

8.4.3 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

- 9.1.1.1 Market Trends
- 9.1.1.2 Market Forecast
- 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends

- 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers

- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Apple Inc.
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 Canon Inc
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Dell Technologies Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.4 EON Reality
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 Facebook Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 HP Development Company L.P
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.7 HTC Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.8 Intel Corporation
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.9 Magic Leap Inc.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio

- 14.3.10 Microsoft Corporation
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 Samsung Electronics Co Ltd.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
- 14.3.12 Seiko Epson Corporation
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Mixed Reality Market: Key Industry Highlights, 2023 and 2032

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

Table 3: Global: Mixed Reality Market Forecast: Breakup by Device Type (in Million US\$), 2024-2032

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

Table 5: Global: Mixed Reality Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Mixed Reality Market: Competitive Structure

Table 7: Global: Mixed Reality Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Mixed Reality Market: Major Drivers and Challenges

Figure 2: Global: Mixed Reality Market: Sales Value (in Million US\$), 2018-2023

Figure 3: Global: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 4: Global: Mixed Reality Market: Breakup by Component (in %), 2023

Figure 5: Global: Mixed Reality Market: Breakup by Device Type (in %), 2023

Figure 6: Global: Mixed Reality Market: Breakup by Application (in %), 2023

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

Figure 8: Global: Mixed Reality (Hardware) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Mixed Reality (Hardware) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Mixed Reality (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Mixed Reality (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Mixed Reality (Wired Device) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Mixed Reality (Wired Device) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Mixed Reality (Wireless Device) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Mixed Reality (Wireless Device) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Mixed Reality (Aerospace and Defense) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Mixed Reality (Aerospace and Defense) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Mixed Reality (Architecture) Market: Sales Value (in Million US\$), 2018 & 2023

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

Figure 20: Global: Mixed Reality (Entertainment and Gaming) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Mixed Reality (Entertainment and Gaming) Market Forecast: Sales

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

Figure 22: Global: Mixed Reality (Medical) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Mixed Reality (Medical) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Mixed Reality (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Mixed Reality (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: North America: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: North America: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: United States: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: United States: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Canada: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Canada: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Asia-Pacific: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Asia-Pacific: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: China: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: China: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Japan: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Japan: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: India: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: India: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: South Korea: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: South Korea: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Australia: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Australia: Mixed Reality Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 44: Indonesia: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Indonesia: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Others: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Others: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

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

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

Figure 50: Germany: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Germany: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: France: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: France: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: United Kingdom: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: United Kingdom: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Italy: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Italy: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Spain: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Spain: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Russia: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Russia: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Others: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Others: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Latin America: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Latin America: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Brazil: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Brazil: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Mexico: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Mexico: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Others: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Others: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Middle East and Africa: Mixed Reality Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Middle East and Africa: Mixed Reality Market: Breakup by Country (in %), 2023

Figure 74: Middle East and Africa: Mixed Reality Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Global: Mixed Reality Industry: SWOT Analysis

Figure 76: Global: Mixed Reality Industry: Value Chain Analysis

Figure 77: Global: Mixed Reality Industry: Porter's Five Forces Analysis

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