

# **Eye Tracking Market based on Type (Head-Mounted Eye Tracker and Remote Eye Tracker), Application (Assistive Communication, Academic Research, Consumer Behavior Research, and Usability Testing), and Industry Vertical (Retail, Automotive, Healthcare, Military & Aerospace, and Others) and Regional Outlook– Global Forecast up to 2030**

<https://marketpublishers.com/r/E90371D6C2EBEN.html>

Date: November 2023

Pages: 116

Price: US\$ 4,500.00 (Single User License)

ID: E90371D6C2EBEN

## **Abstracts**

The U.S., Canada, and Mexico in North America; Germany, France, the United Kingdom; the Netherlands, Switzerland, Belgium; Russia, Italy, Spain, Turkey; the rest of Europe in Europe; China, Japan, India, South Korea; Singapore, Malaysia; Australia, Thailand, Indonesia, Philippines; the rest of Asia-Pacific (APAC) in Asia-Pacific (APAC); Saudi Arabia, the United Arab Emirates; South Africa, Egypt, Israel; the rest of Middle East and Africa (MEA) as a part of Middle East and Africa (MEA), Brazil, Argentina, and the rest of South America as a part of South America are the nations included in the global eye tracking market report.

Due to the growing popularity of contactless biometric systems and smart sensors, North America now holds a dominant position in the worldwide eye tracking industry. In addition, the majority of advancements in the sector are concentrated in developed and developing nations due to the seniority of these firms. The growing acceptance of vision tracing, particularly in consumer electronics, is expected to drive significant growth in the eye tracking market in Asia Pacific during the forecast period of 2023–2030. This in turn is expected to propel the growth of the global eye tracking market in the region.

The report's nation section additionally lists specific market-influencing variables and domestic regulatory changes that have an effect on the market's present and potential

future developments. The market situation for each country is predicted using a variety of data points, including case studies, Porter's five forces analysis, technical trends, and value chain analyses upstream and downstream. When preparing a forecast analysis of the nation data, other factors are taken into account, such as the availability and presence of European brands, the difficulties posed by intense or little competition from local and domestic brands, the effect of domestic tariffs, and trade routes.

### Research Methodology:

After secondary research provided a fundamental understanding of the worldwide Eye Tracking Market scenario, extensive primary research was carried out. A number of primary interviews were carried out with industry experts from the supply and demand sides, including C- and D-level executives, product managers, and marketing and sales managers of major manufacturers, distributors, and channel partners from tier 1 and tier 2 companies offering Eye Tracking Market, as well as personnel from academia, research, and CROs. These interviews were conducted across five major regions: North America, Europe, Asia Pacific, and the Rest of the World (Latin America & the Middle East & Africa). Participants from the supply-side and demand-side participated in about 70% and 30% of the primary interviews, respectively. Through the use of questionnaires, emails, online surveys, in-person interviews, and phone interviews, this main data was gathered. The primary participants share is given below:

### Eye Tracking Market based on Type:

Head Mounted Eye Tracker

Remote Eye Tracker

### Eye Tracking Market based on Application:

Assistive Communication

Academic Research

Consumer Behavior Research

Usability Testing

### Eye Tracking Market based on Distribution Channel:

Retail

Automotive

Healthcare

Military & Aerospace

Others

### Eye Tracking Market based on Geography:

North America

US

Canada

Europe

Germany

UK

France

Italy

Spain

Rest of Europe (RoE)

Asia Pacific (APAC)

China

Japan

India

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America (LATAM)

Brazil

Argentina

Rest of South America

Middle East and Africa (MEA)

UAE

Turkey

Saudi Arabia

South Africa

Rest of Middle East & Africa

The global eye tracking market is divided into three categories based on type: electrooculography, optical tracking, and eye-attached tracking. In 2022, the eye-attached tracking sector constituted a notably substantial portion of sales. Similar to contact lenses with inbuilt magnetic or mirror-based sensors, eye-attached capturing devices measure eye movement independent of head movement. Sensor-equipped eye-attached vision capture devices can follow motion in three dimensions: vertically,

laterally, and diagonally. These systems' adaptability makes them ideal for use in a variety of sectors, including as consumer electronics, healthcare, research, and retail. Even if the user moves their head slightly or is in motion, these devices are still able to gather visual data without any disruptions.

The global eye tracking market is divided into two segments based on components: software and hardware. In 2022, the software segment held the highest revenue share. Software that is built into eye tracking devices assists in processing and analysing the data that is taken by cameras and other sensors. With the help of this software, eye-tracking data in a variety of settings can be obtained in excellent quality. The newest items being introduced by major companies are predicted to generate a lot of demand in this market. For instance, in August 2020, SR Research unveiled the EyeLink 1000 Plus, which features a high-speed camera that can record eye movements at an astounding rate of up to 2000 frames per second.

The global eye tracking market is divided into two segments based on location: remote and mobile. In 2022, the distant segment had the highest revenue share. The term 'remote' refers to the fact that modern remote systems don't even need participant contact. The camera is positioned to provide a distant view of the eyes, and systems can automatically change the camera field of view to account for head motions. These devices track head direction and eye position using corneal reflection and pupil centre. Remote systems are sometimes the sole option for studies involving participant groups like infants or neurocompromised people who cannot tolerate having their heads touched. Several assistive communication devices are built upon it as well. An Infrared Radiation (IR) source and camera are mounted beneath the stimulus region, which is often a computer screen, in remote eye tracking systems. It is possible to place a remote system above the screen.

The global eye tracking market is divided into the following end-user segments: consumer electronics, healthcare, retail, government, aerospace & defence, and research. Because it has so many uses, the healthcare industry had the biggest sales share in 2022. Leading industry participants in the healthcare space are notably concentrating on creating novel techniques for detecting and diagnosing illnesses and impairments as well as enhancing the effectiveness of healthcare delivery as a whole. Attention computing and eye tracking technologies are essential for fostering innovation and improving healthcare around the world. Eye monitoring technology makes it possible to identify potentially fatal diseases like Parkinson's and Alzheimer's disease quickly and early. It also supports long-term therapy and treatment for a range of illnesses and impairments.

This report illustrates the most vital attributes of the Eye Tracking Market, which are driving and providing opportunities.

This research gives an in-depth analysis of the Eye Tracking Market growth on the basis of several segments in the market.

This report presents the predictions of the past and present trends of the Eye Tracking Market.

This study also presents the competitive analysis, such as key strategies and capabilities of major players of the Eye Tracking Market.

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