

2018-2023 Global Augmented Reality Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Augmented Reality market for 2018-2023. Augmented Reality (AR) is an interactive experience of a real-world environment whereby the objects that reside in the real-world are 'augmented' by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.

The increasing demand for AR devices and applications in medical, increase in demand for AR in the retail and e-commerce, and rising investment in the major drivers for the market.

Over the next five years, LPI(LP Information) projects that Augmented Reality will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Augmented Reality market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Head-Mounted

Head-Up

Segmentation by application:

Enterprise

Consumer

Commercial

Automotive

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Google

PTC

Microsoft

Wikitude

DAQRI

Zugara

Blippar

Magic Leap

Osterhout

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Augmented Reality market size by key regions/countries, product type and application.

To understand the structure of Augmented Reality market by identifying its various subsegments.

Focuses on the key global Augmented Reality players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Augmented Reality with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Augmented Reality submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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