

Global Augmented and Virtual Reality (AR VR) Market Growth 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Augmented and Virtual Reality (AR VR) market size was valued at US\$ 2235.3 million in 2023. With growing demand in downstream market, the Augmented and Virtual Reality (AR VR) is forecast to a readjusted size of US\$ 27690 million by 2030 with a CAGR of 43.3% during review period.

The research report highlights the growth potential of the global Augmented and Virtual Reality (AR VR) market. Augmented and Virtual Reality (AR VR) are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Augmented and Virtual Reality (AR VR). Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Augmented and Virtual Reality (AR VR) market.

VR places users in an imaginary or re-replicated world (such as a game, movie, or flight simulation), or simulates the real world (such as watching live sports). The major hardware players in the VR space are Oculus, Sony (PlayStation VR) and HTC (Vive). AR is the addition of a digital imaginary world to the real world, with major hardware including Microsoft (HoloLens), Google (Google Glass) and Magic Leap.

The biggest Augmented and Virtual Reality players in global Market is Sony, holds a share about 25%, followed by Oculus (Meta). North America and Asia-Pacific are the top 2 the largest markets, occupied for around 70 percent in total, followed by Europe,

which holds around 20% market share. In terms of type, VR device segment holds share over 90 percent. In terms of application, game segment holds the largest share over 30 percent in AR device applications while VR device for game holds about 40% market share.

Key Features:

The report on Augmented and Virtual Reality (AR VR) market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Augmented and Virtual Reality (AR VR) market. It may include historical data, market segmentation by Type (e.g., AR Device, VR Device), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Augmented and Virtual Reality (AR VR) market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Augmented and Virtual Reality (AR VR) market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Augmented and Virtual Reality (AR VR) industry. This include advancements in Augmented and Virtual Reality (AR VR) technology, Augmented and Virtual Reality (AR VR) new entrants, Augmented and Virtual Reality (AR VR) new investment, and other innovations that are shaping the future of Augmented and Virtual Reality (AR VR).

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Augmented and Virtual Reality (AR VR) market. It includes factors influencing customer ' purchasing decisions, preferences for Augmented and Virtual Reality (AR VR) product.

Government Policies and Incentives: The research report analyse the impact of

government policies and incentives on the Augmented and Virtual Reality (AR VR) market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Augmented and Virtual Reality (AR VR) market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Augmented and Virtual Reality (AR VR) market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Augmented and Virtual Reality (AR VR) industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Augmented and Virtual Reality (AR VR) market.

Market Segmentation:

Augmented and Virtual Reality (AR VR) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Segmentation by type

AR Device

VR Device

Segmentation by application

Manufacturing

Maintenance

Medical

Remote-guidance

Retail

Game

Metaverse

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Microsoft

Sony

Google

Oculus (Meta)

Magic Leap

HTC Corporation

Optinvent

MAD Gaze

Epson

Lenovo

DPVR

Vuzix Corporation

Key Questions Addressed in this Report

What is the 10-year outlook for the global Augmented and Virtual Reality (AR VR) market?

What factors are driving Augmented and Virtual Reality (AR VR) market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Augmented and Virtual Reality (AR VR) market opportunities vary by end market size?

How does Augmented and Virtual Reality (AR VR) break out type, application?

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