

Global Augmented and Virtual Reality Handheld Device Market Growth 2025-2031

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Abstracts

The global Augmented and Virtual Reality Handheld Device market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Augmented reality (AR) is a technology that layers computer-generated enhancements atop an existing reality in order to make it more meaningful through the ability to interact with it whereas Virtual reality (VR) can be defined as an artificial, computer-generated simulation or recreation of a real life environment or situation which immerses the user by making them feel like they are experiencing the simulated reality first-hand, primarily by stimulating their vision and hearing.

Geographically, North America dominated the augmented & virtual reality handheld device market driven by higher penetration of AR & VR technology in amongst its tech savvy residents, higher spending on such technologies.

LP Information, Inc. (LPI) ' newest research report, the ?Augmented and Virtual Reality Handheld Device Industry Forecast? looks at past sales and reviews total world Augmented and Virtual Reality Handheld Device sales in 2024, providing a comprehensive analysis by region and market sector of projected Augmented and Virtual Reality Handheld Device sales for 2025 through 2031. With Augmented and Virtual Reality Handheld Device sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Augmented

and Virtual Reality Handheld Device industry.

This Insight Report provides a comprehensive analysis of the global Augmented and Virtual Reality Handheld Device landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Augmented and Virtual Reality Handheld Device portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Augmented and Virtual Reality Handheld Device market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Augmented and Virtual Reality Handheld Device and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Augmented and Virtual Reality Handheld Device.

This report presents a comprehensive overview, market shares, and growth opportunities of Augmented and Virtual Reality Handheld Device market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

AR Technology

VR Technology

Segmentation by Application:

Gaming

Medical

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 analysing the company's coverage, product portfolio, its market penetration.

Google

Microsoft

Facebook

Sony

Samsung Electronics

HTC

PTC

Magic Leap

Osterhout Design Group

Daqri

Blippar

Upskill

Key Questions Addressed in this Report

What is the 10-year outlook for the global Augmented and Virtual Reality Handheld Device market?

What factors are driving Augmented and Virtual Reality Handheld Device market growth, globally and by region?

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

How do Augmented and Virtual Reality Handheld Device market opportunities vary by end market size?

How does Augmented and Virtual Reality Handheld Device break out by Type, by Application?

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