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Global Augmented Reality (AR) Navigation Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Augmented Reality (AR) Navigation market size is predicted to grow from US$ million in 2025 to US$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

Augmented Reality (AR) Navigation generates a virtual 3D navigation guidance model by combining the real images captured by the camera in real time, map navigation guidance information, and scene targets such as vehicles, roads, and pedestrians identified by visual AI, and integrates these virtual information onto the real images, thereby creating a more intuitive navigation experience that is closer to the user's real vision. AR navigation is an innovative navigation method that integrates virtual navigation information with real road scenes, and has the advantages of being intuitive, safe, and convenient. With the continuous development of technology, AR navigation will be applied and promoted in more fields.

United States market for Augmented Reality (AR) Navigation is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Augmented Reality (AR) Navigation is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Augmented Reality (AR) Navigation is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Augmented Reality (AR) Navigation players cover Google, Microsoft, Neusoft, WayRay AG, FURUNO, etc. In terms of revenue, the global two largest

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companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?Augmented Reality (AR) Navigation Industry Forecast? looks at past sales and reviews total world Augmented Reality (AR) Navigation sales in 2025, providing a comprehensive analysis by region and market sector of projected Augmented Reality (AR) Navigation sales for 2026 through 2032. With Augmented Reality (AR) Navigation sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Augmented Reality (AR) Navigation industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Augmented Reality (AR) Navigation 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 Reality (AR) Navigation.

This report presents a comprehensive overview, market shares, and growth opportunities of Augmented Reality (AR) Navigation market by product type, application, key players and key regions and countries.

Segmentation by Type:

Device

Software

Segmentation by Application:

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In-Car Navigation

Cycling Navigation

Walking Navigation

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

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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.

Google

Microsoft

Neusoft

WayRay AG

FURUNO

ARway

Mapbox

Treedis

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ViewAR

Artisense

IndoorAtlas

Hyper

Situm

Insider Navigation

Wemap

Navigine

Resonai

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Augmented Reality (AR) Navigation Market Size (2021-2032)
  2.1.2 Augmented Reality (AR) Navigation Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Augmented Reality (AR) Navigation by Country/Region (2021, 2025 & 2032)
2.2 Augmented Reality (AR) Navigation Segment by Type
  2.2.1 Device
  2.2.2 Software
  2.2.3 Augmented Reality (AR) Navigation Market Size by Type
    2.2.3.1 Augmented Reality (AR) Navigation Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.3.2 Global Augmented Reality (AR) Navigation Market Size Market Share by Type (2021-2026)
2.3 Augmented Reality (AR) Navigation Segment by Application
  2.3.1 In-Car Navigation
  2.3.2 Cycling Navigation
  2.3.3 Walking Navigation
  2.3.4 Augmented Reality (AR) Navigation Market Size by Application
    2.3.4.1 Augmented Reality (AR) Navigation Market Size CAGR by Application (2021 VS 2025 VS 2032)
    2.3.4.2 Global Augmented Reality (AR) Navigation Market Size Market Share by Application (2021-2026)

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3 AUGMENTED REALITY (AR) NAVIGATION MARKET SIZE BY PLAYER

3.1 Augmented Reality (AR) Navigation Market Size Market Share by Player
  3.1.1 Global Augmented Reality (AR) Navigation Revenue by Player (2021-2026)
  3.1.2 Global Augmented Reality (AR) Navigation Revenue Market Share by Player (2021-2026)
3.2 Global Augmented Reality (AR) Navigation Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
  3.3.1 Competition Landscape Analysis
  3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 AUGMENTED REALITY (AR) NAVIGATION BY REGION

4.1 Augmented Reality (AR) Navigation Market Size by Region (2021-2026)
4.2 Global Augmented Reality (AR) Navigation Annual Revenue by Country/Region (2021-2026)
4.3 Americas Augmented Reality (AR) Navigation Market Size Growth (2021-2026)
4.4 APAC Augmented Reality (AR) Navigation Market Size Growth (2021-2026)
4.5 Europe Augmented Reality (AR) Navigation Market Size Growth (2021-2026)
4.6 Middle East & Africa Augmented Reality (AR) Navigation Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Augmented Reality (AR) Navigation Market Size by Country (2021-2026)
5.2 Americas Augmented Reality (AR) Navigation Market Size by Type (2021-2026)
5.3 Americas Augmented Reality (AR) Navigation Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Augmented Reality (AR) Navigation Market Size by Region (2021-2026)

+357 96 030922
info@marketpublishers.com

6.2 APAC Augmented Reality (AR) Navigation Market Size by Type (2021-2026)
6.3 APAC Augmented Reality (AR) Navigation Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

7 EUROPE

7.1 Europe Augmented Reality (AR) Navigation Market Size by Country (2021-2026)
7.2 Europe Augmented Reality (AR) Navigation Market Size by Type (2021-2026)
7.3 Europe Augmented Reality (AR) Navigation Market Size by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Augmented Reality (AR) Navigation by Region (2021-2026)
8.2 Middle East & Africa Augmented Reality (AR) Navigation Market Size by Type (2021-2026)
8.3 Middle East & Africa Augmented Reality (AR) Navigation Market Size by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

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info@marketpublishers.com

10 GLOBAL AUGMENTED REALITY (AR) NAVIGATION MARKET FORECAST

10.1 Global Augmented Reality (AR) Navigation Forecast by Region (2027-2032)
10.1.1 Global Augmented Reality (AR) Navigation Forecast by Region (2027-2032)
10.1.2 Americas Augmented Reality (AR) Navigation Forecast
10.1.3 APAC Augmented Reality (AR) Navigation Forecast
10.1.4 Europe Augmented Reality (AR) Navigation Forecast
10.1.5 Middle East & Africa Augmented Reality (AR) Navigation Forecast
10.2 Americas Augmented Reality (AR) Navigation Forecast by Country (2027-2032)
10.2.1 United States Market Augmented Reality (AR) Navigation Forecast
10.2.2 Canada Market Augmented Reality (AR) Navigation Forecast
10.2.3 Mexico Market Augmented Reality (AR) Navigation Forecast
10.2.4 Brazil Market Augmented Reality (AR) Navigation Forecast
10.3 APAC Augmented Reality (AR) Navigation Forecast by Region (2027-2032)
10.3.1 China Augmented Reality (AR) Navigation Market Forecast
10.3.2 Japan Market Augmented Reality (AR) Navigation Forecast
10.3.3 Korea Market Augmented Reality (AR) Navigation Forecast
10.3.4 Southeast Asia Market Augmented Reality (AR) Navigation Forecast
10.3.5 India Market Augmented Reality (AR) Navigation Forecast
10.3.6 Australia Market Augmented Reality (AR) Navigation Forecast
10.4 Europe Augmented Reality (AR) Navigation Forecast by Country (2027-2032)
10.4.1 Germany Market Augmented Reality (AR) Navigation Forecast
10.4.2 France Market Augmented Reality (AR) Navigation Forecast
10.4.3 UK Market Augmented Reality (AR) Navigation Forecast
10.4.4 Italy Market Augmented Reality (AR) Navigation Forecast
10.4.5 Russia Market Augmented Reality (AR) Navigation Forecast
10.5 Middle East & Africa Augmented Reality (AR) Navigation Forecast by Region (2027-2032)
10.5.1 Egypt Market Augmented Reality (AR) Navigation Forecast
10.5.2 South Africa Market Augmented Reality (AR) Navigation Forecast
10.5.3 Israel Market Augmented Reality (AR) Navigation Forecast
10.5.4 Turkey Market Augmented Reality (AR) Navigation Forecast
10.6 Global Augmented Reality (AR) Navigation Forecast by Type (2027-2032)
10.7 Global Augmented Reality (AR) Navigation Forecast by Application (2027-2032)
10.7.1 GCC Countries Market Augmented Reality (AR) Navigation Forecast

11 KEY PLAYERS ANALYSIS

11.1 Google

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11.1.1 Google Company Information
11.1.2 Google Augmented Reality (AR) Navigation Product Offered
11.1.3 Google Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Google Main Business Overview
11.1.5 Google Latest Developments
11.2 Microsoft
11.2.1 Microsoft Company Information
11.2.2 Microsoft Augmented Reality (AR) Navigation Product Offered
11.2.3 Microsoft Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Microsoft Main Business Overview
11.2.5 Microsoft Latest Developments
11.3 Neusoft
11.3.1 Neusoft Company Information
11.3.2 Neusoft Augmented Reality (AR) Navigation Product Offered
11.3.3 Neusoft Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Neusoft Main Business Overview
11.3.5 Neusoft Latest Developments
11.4 WayRay AG
11.4.1 WayRay AG Company Information
11.4.2 WayRay AG Augmented Reality (AR) Navigation Product Offered
11.4.3 WayRay AG Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 WayRay AG Main Business Overview
11.4.5 WayRay AG Latest Developments
11.5 FURUNO
11.5.1 FURUNO Company Information
11.5.2 FURUNO Augmented Reality (AR) Navigation Product Offered
11.5.3 FURUNO Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 FURUNO Main Business Overview
11.5.5 FURUNO Latest Developments
11.6 ARway
11.6.1 ARway Company Information
11.6.2 ARway Augmented Reality (AR) Navigation Product Offered
11.6.3 ARway Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)

+357 96 030922
info@marketpublishers.com

11.6.4 ARway Main Business Overview
11.6.5 ARway Latest Developments
11.7 Mapbox
11.7.1 Mapbox Company Information
11.7.2 Mapbox Augmented Reality (AR) Navigation Product Offered
11.7.3 Mapbox Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 Mapbox Main Business Overview
11.7.5 Mapbox Latest Developments
11.8 Treedis
11.8.1 Treedis Company Information
11.8.2 Treedis Augmented Reality (AR) Navigation Product Offered
11.8.3 Treedis Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Treedis Main Business Overview
11.8.5 Treedis Latest Developments
11.9 ViewAR
11.9.1 ViewAR Company Information
11.9.2 ViewAR Augmented Reality (AR) Navigation Product Offered
11.9.3 ViewAR Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 ViewAR Main Business Overview
11.9.5 ViewAR Latest Developments
11.10 Artisense
11.10.1 Artisense Company Information
11.10.2 Artisense Augmented Reality (AR) Navigation Product Offered
11.10.3 Artisense Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Artisense Main Business Overview
11.10.5 Artisense Latest Developments
11.11 IndoorAtlas
11.11.1 IndoorAtlas Company Information
11.11.2 IndoorAtlas Augmented Reality (AR) Navigation Product Offered
11.11.3 IndoorAtlas Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 IndoorAtlas Main Business Overview
11.11.5 IndoorAtlas Latest Developments
11.12 Hyper
11.12.1 Hyper Company Information

+357 96 030922
info@marketpublishers.com

11.12.2 Hyper Augmented Reality (AR) Navigation Product Offered
11.12.3 Hyper Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 Hyper Main Business Overview
11.12.5 Hyper Latest Developments
11.13 Situm
11.13.1 Situm Company Information
11.13.2 Situm Augmented Reality (AR) Navigation Product Offered
11.13.3 Situm Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.13.4 Situm Main Business Overview
11.13.5 Situm Latest Developments
11.14 Insider Navigation
11.14.1 Insider Navigation Company Information
11.14.2 Insider Navigation Augmented Reality (AR) Navigation Product Offered
11.14.3 Insider Navigation Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.14.4 Insider Navigation Main Business Overview
11.14.5 Insider Navigation Latest Developments
11.15 Wemap
11.15.1 Wemap Company Information
11.15.2 Wemap Augmented Reality (AR) Navigation Product Offered
11.15.3 Wemap Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.15.4 Wemap Main Business Overview
11.15.5 Wemap Latest Developments
11.16 Navigine
11.16.1 Navigine Company Information
11.16.2 Navigine Augmented Reality (AR) Navigation Product Offered
11.16.3 Navigine Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.16.4 Navigine Main Business Overview
11.16.5 Navigine Latest Developments
11.17 Resonai
11.17.1 Resonai Company Information
11.17.2 Resonai Augmented Reality (AR) Navigation Product Offered
11.17.3 Resonai Augmented Reality (AR) Navigation Revenue, Gross Margin and Market Share (2021-2026)
11.17.4 Resonai Main Business Overview

+357 96 030922
info@marketpublishers.com

11.17.5 Resonai Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Augmented Reality (AR) Navigation Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. Augmented Reality (AR) Navigation Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Device
Table 4. Major Players of Software
Table 5. Augmented Reality (AR) Navigation Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 6. Global Augmented Reality (AR) Navigation Market Size by Type (2021-2026) & ($ millions)
Table 7. Global Augmented Reality (AR) Navigation Market Size Market Share by Type (2021-2026)
Table 8. Augmented Reality (AR) Navigation Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 9. Global Augmented Reality (AR) Navigation Market Size by Application (2021-2026) & ($ millions)
Table 10. Global Augmented Reality (AR) Navigation Market Size Market Share by Application (2021-2026)
Table 11. Global Augmented Reality (AR) Navigation Revenue by Player (2021-2026) & ($ millions)
Table 12. Global Augmented Reality (AR) Navigation Revenue Market Share by Player (2021-2026)
Table 13. Augmented Reality (AR) Navigation Key Players Head office and Products Offered
Table 14. Augmented Reality (AR) Navigation Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 15. New Products and Potential Entrants
Table 16. Mergers & Acquisitions, Expansion
Table 17. Global Augmented Reality (AR) Navigation Market Size by Region (2021-2026) & ($ millions)
Table 18. Global Augmented Reality (AR) Navigation Market Size Market Share by Region (2021-2026)
Table 19. Global Augmented Reality (AR) Navigation Revenue by Country/Region (2021-2026) & ($ millions)
Table 20. Global Augmented Reality (AR) Navigation Revenue Market Share by

+357 96 030922
info@marketpublishers.com

Country/Region (2021-2026)
Table 21. Americas Augmented Reality (AR) Navigation Market Size by Country (2021-2026) & ($ millions)
Table 22. Americas Augmented Reality (AR) Navigation Market Size Market Share by Country (2021-2026)
Table 23. Americas Augmented Reality (AR) Navigation Market Size by Type (2021-2026) & ($ millions)
Table 24. Americas Augmented Reality (AR) Navigation Market Size Market Share by Type (2021-2026)
Table 25. Americas Augmented Reality (AR) Navigation Market Size by Application (2021-2026) & ($ millions)
Table 26. Americas Augmented Reality (AR) Navigation Market Size Market Share by Application (2021-2026)
Table 27. APAC Augmented Reality (AR) Navigation Market Size by Region (2021-2026) & ($ millions)
Table 28. APAC Augmented Reality (AR) Navigation Market Size Market Share by Region (2021-2026)
Table 29. APAC Augmented Reality (AR) Navigation Market Size by Type (2021-2026) & ($ millions)
Table 30. APAC Augmented Reality (AR) Navigation Market Size by Application (2021-2026) & ($ millions)
Table 31. Europe Augmented Reality (AR) Navigation Market Size by Country (2021-2026) & ($ millions)
Table 32. Europe Augmented Reality (AR) Navigation Market Size Market Share by Country (2021-2026)
Table 33. Europe Augmented Reality (AR) Navigation Market Size by Type (2021-2026) & ($ millions)
Table 34. Europe Augmented Reality (AR) Navigation Market Size by Application (2021-2026) & ($ millions)
Table 35. Middle East & Africa Augmented Reality (AR) Navigation Market Size by Region (2021-2026) & ($ millions)
Table 36. Middle East & Africa Augmented Reality (AR) Navigation Market Size by Type (2021-2026) & ($ millions)
Table 37. Middle East & Africa Augmented Reality (AR) Navigation Market Size by Application (2021-2026) & ($ millions)
Table 38. Key Market Drivers & Growth Opportunities of Augmented Reality (AR) Navigation
Table 39. Key Market Challenges & Risks of Augmented Reality (AR) Navigation
Table 40. Key Industry Trends of Augmented Reality (AR) Navigation

+357 96 030922
info@marketpublishers.com

Table 41. Global Augmented Reality (AR) Navigation Market Size Forecast by Region (2027-2032) & ($ millions)
Table 42. Global Augmented Reality (AR) Navigation Market Size Market Share Forecast by Region (2027-2032)
Table 43. Global Augmented Reality (AR) Navigation Market Size Forecast by Type (2027-2032) & ($ millions)
Table 44. Global Augmented Reality (AR) Navigation Market Size Forecast by Application (2027-2032) & ($ millions)
Table 45. Google Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 46. Google Augmented Reality (AR) Navigation Product Offered
Table 47. Google Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 48. Google Main Business
Table 49. Google Latest Developments
Table 50. Microsoft Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 51. Microsoft Augmented Reality (AR) Navigation Product Offered
Table 52. Microsoft Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 53. Microsoft Main Business
Table 54. Microsoft Latest Developments
Table 55. Neusoft Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 56. Neusoft Augmented Reality (AR) Navigation Product Offered
Table 57. Neusoft Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 58. Neusoft Main Business
Table 59. Neusoft Latest Developments
Table 60. WayRay AG Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 61. WayRay AG Augmented Reality (AR) Navigation Product Offered
Table 62. WayRay AG Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 63. WayRay AG Main Business
Table 64. WayRay AG Latest Developments
Table 65. FURUNO Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 66. FURUNO Augmented Reality (AR) Navigation Product Offered

+357 96 030922
info@marketpublishers.com

Table 67. FURUNO Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 68. FURUNO Main Business
Table 69. FURUNO Latest Developments
Table 70. ARway Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 71. ARway Augmented Reality (AR) Navigation Product Offered
Table 72. ARway Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 73. ARway Main Business
Table 74. ARway Latest Developments
Table 75. Mapbox Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 76. Mapbox Augmented Reality (AR) Navigation Product Offered
Table 77. Mapbox Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 78. Mapbox Main Business
Table 79. Mapbox Latest Developments
Table 80. Treedis Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 81. Treedis Augmented Reality (AR) Navigation Product Offered
Table 82. Treedis Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 83. Treedis Main Business
Table 84. Treedis Latest Developments
Table 85. ViewAR Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 86. ViewAR Augmented Reality (AR) Navigation Product Offered
Table 87. ViewAR Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 88. ViewAR Main Business
Table 89. ViewAR Latest Developments
Table 90. Artisense Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 91. Artisense Augmented Reality (AR) Navigation Product Offered
Table 92. Artisense Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 93. Artisense Main Business
Table 94. Artisense Latest Developments

+357 96 030922
info@marketpublishers.com

Table 95. IndoorAtlas Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 96. IndoorAtlas Augmented Reality (AR) Navigation Product Offered
Table 97. IndoorAtlas Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 98. IndoorAtlas Main Business
Table 99. IndoorAtlas Latest Developments
Table 100. Hyper Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 101. Hyper Augmented Reality (AR) Navigation Product Offered
Table 102. Hyper Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 103. Hyper Main Business
Table 104. Hyper Latest Developments
Table 105. Situm Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 106. Situm Augmented Reality (AR) Navigation Product Offered
Table 107. Situm Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 108. Situm Main Business
Table 109. Situm Latest Developments
Table 110. Insider Navigation Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 111. Insider Navigation Augmented Reality (AR) Navigation Product Offered
Table 112. Insider Navigation Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 113. Insider Navigation Main Business
Table 114. Insider Navigation Latest Developments
Table 115. Wemap Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 116. Wemap Augmented Reality (AR) Navigation Product Offered
Table 117. Wemap Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 118. Wemap Main Business
Table 119. Wemap Latest Developments
Table 120. Navigine Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 121. Navigine Augmented Reality (AR) Navigation Product Offered
Table 122. Navigine Augmented Reality (AR) Navigation Revenue ($ million), Gross

+357 96 030922
info@marketpublishers.com

Margin and Market Share (2021-2026)
Table 123. Navigine Main Business
Table 124. Navigine Latest Developments
Table 125. Resonai Details, Company Type, Augmented Reality (AR) Navigation Area Served and Its Competitors
Table 126. Resonai Augmented Reality (AR) Navigation Product Offered
Table 127. Resonai Augmented Reality (AR) Navigation Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 128. Resonai Main Business
Table 129. Resonai Latest Developments

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info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1. Augmented Reality (AR) Navigation Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Augmented Reality (AR) Navigation Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Augmented Reality (AR) Navigation Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Augmented Reality (AR) Navigation Sales Market Share by Country/Region (2025)
Figure 8. Augmented Reality (AR) Navigation Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Augmented Reality (AR) Navigation Market Size Market Share by Type in 2025
Figure 10. Augmented Reality (AR) Navigation in In-Car Navigation
Figure 11. Global Augmented Reality (AR) Navigation Market: In-Car Navigation (2021-2026) & ($ millions)
Figure 12. Augmented Reality (AR) Navigation in Cycling Navigation
Figure 13. Global Augmented Reality (AR) Navigation Market: Cycling Navigation (2021-2026) & ($ millions)
Figure 14. Augmented Reality (AR) Navigation in Walking Navigation
Figure 15. Global Augmented Reality (AR) Navigation Market: Walking Navigation (2021-2026) & ($ millions)
Figure 16. Global Augmented Reality (AR) Navigation Market Size Market Share by Application in 2025
Figure 17. Global Augmented Reality (AR) Navigation Revenue Market Share by Player in 2025
Figure 18. Global Augmented Reality (AR) Navigation Market Size Market Share by Region (2021-2026)
Figure 19. Americas Augmented Reality (AR) Navigation Market Size 2021-2026 ($ millions)
Figure 20. APAC Augmented Reality (AR) Navigation Market Size 2021-2026 ($ millions)
Figure 21. Europe Augmented Reality (AR) Navigation Market Size 2021-2026 ($ millions)

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Figure 22. Middle East & Africa Augmented Reality (AR) Navigation Market Size 2021-2026 ($ millions)
Figure 23. Americas Augmented Reality (AR) Navigation Value Market Share by Country in 2025
Figure 24. United States Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 25. Canada Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 26. Mexico Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 27. Brazil Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 28. APAC Augmented Reality (AR) Navigation Market Size Market Share by Region in 2025
Figure 29. APAC Augmented Reality (AR) Navigation Market Size Market Share by Type (2021-2026)
Figure 30. APAC Augmented Reality (AR) Navigation Market Size Market Share by Application (2021-2026)
Figure 31. China Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 32. Japan Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 33. South Korea Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 34. Southeast Asia Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 35. India Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 36. Australia Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 37. Europe Augmented Reality (AR) Navigation Market Size Market Share by Country in 2025
Figure 38. Europe Augmented Reality (AR) Navigation Market Size Market Share by Type (2021-2026)
Figure 39. Europe Augmented Reality (AR) Navigation Market Size Market Share by Application (2021-2026)
Figure 40. Germany Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 41. France Augmented Reality (AR) Navigation Market Size Growth 2021-2026

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($ millions)
Figure 42. UK Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 43. Italy Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 44. Russia Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 45. Middle East & Africa Augmented Reality (AR) Navigation Market Size Market Share by Region (2021-2026)
Figure 46. Middle East & Africa Augmented Reality (AR) Navigation Market Size Market Share by Type (2021-2026)
Figure 47. Middle East & Africa Augmented Reality (AR) Navigation Market Size Market Share by Application (2021-2026)
Figure 48. Egypt Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 49. South Africa Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 50. Israel Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 51. Turkey Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 52. GCC Countries Augmented Reality (AR) Navigation Market Size Growth 2021-2026 ($ millions)
Figure 53. Americas Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 54. APAC Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 55. Europe Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 56. Middle East & Africa Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 57. United States Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 58. Canada Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 59. Mexico Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 60. Brazil Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)

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Figure 61. China Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 62. Japan Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 63. Korea Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 64. Southeast Asia Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 65. India Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 66. Australia Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 67. Germany Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 68. France Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 69. UK Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 70. Italy Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 71. Russia Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 72. Egypt Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 73. South Africa Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 74. Israel Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 75. Turkey Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)
Figure 76. Global Augmented Reality (AR) Navigation Market Size Market Share Forecast by Type (2027-2032)
Figure 77. Global Augmented Reality (AR) Navigation Market Size Market Share Forecast by Application (2027-2032)
Figure 78. GCC Countries Augmented Reality (AR) Navigation Market Size 2027-2032 ($ millions)

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