

Global Augmented Reality Hardware and Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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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.[1] The overlaid sensory information can be constructive (i.e. additive to the natural environment) or destructive (i.e. masking of the natural environment) and is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment.[2] In this way, augmented reality alters one's ongoing perception of a real world environment, whereas virtual reality completely replaces the user's real world environment with a simulated one.[3][4] Augmented reality is related to two largely synonymous terms: mixed reality and computer-mediated reality.

LPI (LP Information)' newest research report, the "Augmented Reality Hardware and Software Industry Forecast" looks at past sales and reviews total world Augmented Reality Hardware and Software sales in 2022, providing a comprehensive analysis by region and market sector of projected Augmented Reality Hardware and Software sales for 2023 through 2029. With Augmented Reality Hardware and Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Augmented Reality Hardware and Software industry.

This Insight Report provides a comprehensive analysis of the global Augmented Reality Hardware and Software 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 Reality Hardware and Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Augmented Reality Hardware and Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Augmented Reality Hardware and Software 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 Hardware and Software.

The global Augmented Reality Hardware and Software market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Augmented Reality Hardware and Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Augmented Reality Hardware and Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Augmented Reality Hardware and Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Augmented Reality Hardware and Software players cover Sony (Japan), Oculus (US), Samsung (South Korea), Google (US), HTC (Taiwan), Microsoft (US), Wikitude (Austria), DAQRI (US) and Zugaro (US), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Augmented Reality Glasses

Augmented Reality Display

Tracking System

Other

Segmentation by application

Healthcare

Education

Retail

Entertainment

IT and Telecom

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.

Sony (Japan)

Oculus (US)

Samsung (South Korea)

Google (US)

HTC (Taiwan)

Microsoft (US)

Wikitude (Austria)

DAQRI (US)

Zugara (US)

Blippar (UK)

Magic Leap (US)

Upskill (US)

Continental (Germany)

Visteon (US)

Eon Reality (US)

MAXST (South Korea)

Vuzix (US)

PTC (US)

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 Hardware and Software Market Size 2018-2029
- 2.1.2 Augmented Reality Hardware and Software Market Size CAGR by Region 2018 VS 2022 VS 2029

2.2 Augmented Reality Hardware and Software Segment by Type

- 2.2.1 Augmented Reality Glasses
- 2.2.2 Augmented Reality Display
- 2.2.3 Tracking System
- 2.2.4 Other

2.3 Augmented Reality Hardware and Software Market Size by Type

- 2.3.1 Augmented Reality Hardware and Software Market Size CAGR by Type (2018 VS 2022 VS 2029)
- 2.3.2 Global Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

2.4 Augmented Reality Hardware and Software Segment by Application

- 2.4.1 Healthcare
- 2.4.2 Education
- 2.4.3 Retail
- 2.4.4 Entertainment
- 2.4.5 IT and Telecom
- 2.4.6 Others

2.5 Augmented Reality Hardware and Software Market Size by Application

- 2.5.1 Augmented Reality Hardware and Software Market Size CAGR by Application (2018 VS 2022 VS 2029)

2.5.2 Global Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

3 AUGMENTED REALITY HARDWARE AND SOFTWARE MARKET SIZE BY PLAYER

3.1 Augmented Reality Hardware and Software Market Size Market Share by Players

3.1.1 Global Augmented Reality Hardware and Software Revenue by Players (2018-2023)

3.1.2 Global Augmented Reality Hardware and Software Revenue Market Share by Players (2018-2023)

3.2 Global Augmented Reality Hardware and Software 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) & (2021-2023)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 AUGMENTED REALITY HARDWARE AND SOFTWARE BY REGIONS

4.1 Augmented Reality Hardware and Software Market Size by Regions (2018-2023)

4.2 Americas Augmented Reality Hardware and Software Market Size Growth (2018-2023)

4.3 APAC Augmented Reality Hardware and Software Market Size Growth (2018-2023)

4.4 Europe Augmented Reality Hardware and Software Market Size Growth (2018-2023)

4.5 Middle East & Africa Augmented Reality Hardware and Software Market Size Growth (2018-2023)

5 AMERICAS

5.1 Americas Augmented Reality Hardware and Software Market Size by Country (2018-2023)

5.2 Americas Augmented Reality Hardware and Software Market Size by Type (2018-2023)

5.3 Americas Augmented Reality Hardware and Software Market Size by Application (2018-2023)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Augmented Reality Hardware and Software Market Size by Region (2018-2023)

6.2 APAC Augmented Reality Hardware and Software Market Size by Type (2018-2023)

6.3 APAC Augmented Reality Hardware and Software Market Size by Application (2018-2023)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Augmented Reality Hardware and Software by Country (2018-2023)

7.2 Europe Augmented Reality Hardware and Software Market Size by Type (2018-2023)

7.3 Europe Augmented Reality Hardware and Software Market Size by Application (2018-2023)

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 Hardware and Software by Region (2018-2023)

8.2 Middle East & Africa Augmented Reality Hardware and Software Market Size by Type (2018-2023)

8.3 Middle East & Africa Augmented Reality Hardware and Software Market Size by

Application (2018-2023)

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

10 GLOBAL AUGMENTED REALITY HARDWARE AND SOFTWARE MARKET FORECAST

10.1 Global Augmented Reality Hardware and Software Forecast by Regions (2024-2029)

10.1.1 Global Augmented Reality Hardware and Software Forecast by Regions (2024-2029)

10.1.2 Americas Augmented Reality Hardware and Software Forecast

10.1.3 APAC Augmented Reality Hardware and Software Forecast

10.1.4 Europe Augmented Reality Hardware and Software Forecast

10.1.5 Middle East & Africa Augmented Reality Hardware and Software Forecast

10.2 Americas Augmented Reality Hardware and Software Forecast by Country (2024-2029)

10.2.1 United States Augmented Reality Hardware and Software Market Forecast

10.2.2 Canada Augmented Reality Hardware and Software Market Forecast

10.2.3 Mexico Augmented Reality Hardware and Software Market Forecast

10.2.4 Brazil Augmented Reality Hardware and Software Market Forecast

10.3 APAC Augmented Reality Hardware and Software Forecast by Region (2024-2029)

10.3.1 China Augmented Reality Hardware and Software Market Forecast

10.3.2 Japan Augmented Reality Hardware and Software Market Forecast

10.3.3 Korea Augmented Reality Hardware and Software Market Forecast

10.3.4 Southeast Asia Augmented Reality Hardware and Software Market Forecast

10.3.5 India Augmented Reality Hardware and Software Market Forecast

10.3.6 Australia Augmented Reality Hardware and Software Market Forecast

10.4 Europe Augmented Reality Hardware and Software Forecast by Country

(2024-2029)

10.4.1 Germany Augmented Reality Hardware and Software Market Forecast

10.4.2 France Augmented Reality Hardware and Software Market Forecast

10.4.3 UK Augmented Reality Hardware and Software Market Forecast

10.4.4 Italy Augmented Reality Hardware and Software Market Forecast

10.4.5 Russia Augmented Reality Hardware and Software Market Forecast

10.5 Middle East & Africa Augmented Reality Hardware and Software Forecast by Region (2024-2029)

10.5.1 Egypt Augmented Reality Hardware and Software Market Forecast

10.5.2 South Africa Augmented Reality Hardware and Software Market Forecast

10.5.3 Israel Augmented Reality Hardware and Software Market Forecast

10.5.4 Turkey Augmented Reality Hardware and Software Market Forecast

10.5.5 GCC Countries Augmented Reality Hardware and Software Market Forecast

10.6 Global Augmented Reality Hardware and Software Forecast by Type (2024-2029)

10.7 Global Augmented Reality Hardware and Software Forecast by Application (2024-2029)

11 KEY PLAYERS ANALYSIS

11.1 Sony (Japan)

11.1.1 Sony (Japan) Company Information

11.1.2 Sony (Japan) Augmented Reality Hardware and Software Product Offered

11.1.3 Sony (Japan) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)

11.1.4 Sony (Japan) Main Business Overview

11.1.5 Sony (Japan) Latest Developments

11.2 Oculus (US)

11.2.1 Oculus (US) Company Information

11.2.2 Oculus (US) Augmented Reality Hardware and Software Product Offered

11.2.3 Oculus (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)

11.2.4 Oculus (US) Main Business Overview

11.2.5 Oculus (US) Latest Developments

11.3 Samsung (South Korea)

11.3.1 Samsung (South Korea) Company Information

11.3.2 Samsung (South Korea) Augmented Reality Hardware and Software Product Offered

11.3.3 Samsung (South Korea) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)

- 11.3.4 Samsung (South Korea) Main Business Overview
- 11.3.5 Samsung (South Korea) Latest Developments
- 11.4 Google (US)
 - 11.4.1 Google (US) Company Information
 - 11.4.2 Google (US) Augmented Reality Hardware and Software Product Offered
 - 11.4.3 Google (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.4.4 Google (US) Main Business Overview
 - 11.4.5 Google (US) Latest Developments
- 11.5 HTC (Taiwan)
 - 11.5.1 HTC (Taiwan) Company Information
 - 11.5.2 HTC (Taiwan) Augmented Reality Hardware and Software Product Offered
 - 11.5.3 HTC (Taiwan) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.5.4 HTC (Taiwan) Main Business Overview
 - 11.5.5 HTC (Taiwan) Latest Developments
- 11.6 Microsoft (US)
 - 11.6.1 Microsoft (US) Company Information
 - 11.6.2 Microsoft (US) Augmented Reality Hardware and Software Product Offered
 - 11.6.3 Microsoft (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.6.4 Microsoft (US) Main Business Overview
 - 11.6.5 Microsoft (US) Latest Developments
- 11.7 Wikitude (Austria)
 - 11.7.1 Wikitude (Austria) Company Information
 - 11.7.2 Wikitude (Austria) Augmented Reality Hardware and Software Product Offered
 - 11.7.3 Wikitude (Austria) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.7.4 Wikitude (Austria) Main Business Overview
 - 11.7.5 Wikitude (Austria) Latest Developments
- 11.8 DAQRI (US)
 - 11.8.1 DAQRI (US) Company Information
 - 11.8.2 DAQRI (US) Augmented Reality Hardware and Software Product Offered
 - 11.8.3 DAQRI (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.8.4 DAQRI (US) Main Business Overview
 - 11.8.5 DAQRI (US) Latest Developments
- 11.9 Zugara (US)
 - 11.9.1 Zugara (US) Company Information

- 11.9.2 Zugara (US) Augmented Reality Hardware and Software Product Offered
- 11.9.3 Zugara (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
- 11.9.4 Zugara (US) Main Business Overview
- 11.9.5 Zugara (US) Latest Developments
- 11.10 Blippar (UK)
 - 11.10.1 Blippar (UK) Company Information
 - 11.10.2 Blippar (UK) Augmented Reality Hardware and Software Product Offered
 - 11.10.3 Blippar (UK) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.10.4 Blippar (UK) Main Business Overview
 - 11.10.5 Blippar (UK) Latest Developments
- 11.11 Magic Leap (US)
 - 11.11.1 Magic Leap (US) Company Information
 - 11.11.2 Magic Leap (US) Augmented Reality Hardware and Software Product Offered
 - 11.11.3 Magic Leap (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.11.4 Magic Leap (US) Main Business Overview
 - 11.11.5 Magic Leap (US) Latest Developments
- 11.12 Upskill (US)
 - 11.12.1 Upskill (US) Company Information
 - 11.12.2 Upskill (US) Augmented Reality Hardware and Software Product Offered
 - 11.12.3 Upskill (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.12.4 Upskill (US) Main Business Overview
 - 11.12.5 Upskill (US) Latest Developments
- 11.13 Continental (Germany)
 - 11.13.1 Continental (Germany) Company Information
 - 11.13.2 Continental (Germany) Augmented Reality Hardware and Software Product Offered
 - 11.13.3 Continental (Germany) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.13.4 Continental (Germany) Main Business Overview
 - 11.13.5 Continental (Germany) Latest Developments
- 11.14 Visteon (US)
 - 11.14.1 Visteon (US) Company Information
 - 11.14.2 Visteon (US) Augmented Reality Hardware and Software Product Offered
 - 11.14.3 Visteon (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)

- 11.14.4 Visteon (US) Main Business Overview
- 11.14.5 Visteon (US) Latest Developments
- 11.15 Eon Reality (US)
 - 11.15.1 Eon Reality (US) Company Information
 - 11.15.2 Eon Reality (US) Augmented Reality Hardware and Software Product Offered
 - 11.15.3 Eon Reality (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.15.4 Eon Reality (US) Main Business Overview
 - 11.15.5 Eon Reality (US) Latest Developments
- 11.16 MAXST (South Korea)
 - 11.16.1 MAXST (South Korea) Company Information
 - 11.16.2 MAXST (South Korea) Augmented Reality Hardware and Software Product Offered
 - 11.16.3 MAXST (South Korea) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.16.4 MAXST (South Korea) Main Business Overview
 - 11.16.5 MAXST (South Korea) Latest Developments
- 11.17 Vuzix (US)
 - 11.17.1 Vuzix (US) Company Information
 - 11.17.2 Vuzix (US) Augmented Reality Hardware and Software Product Offered
 - 11.17.3 Vuzix (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.17.4 Vuzix (US) Main Business Overview
 - 11.17.5 Vuzix (US) Latest Developments
- 11.18 PTC (US)
 - 11.18.1 PTC (US) Company Information
 - 11.18.2 PTC (US) Augmented Reality Hardware and Software Product Offered
 - 11.18.3 PTC (US) Augmented Reality Hardware and Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.18.4 PTC (US) Main Business Overview
 - 11.18.5 PTC (US) Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Augmented Reality Hardware and Software Market Size CAGR by Region (2018 VS 2022 VS 2029) & (\$ Millions)

Table 2. Major Players of Augmented Reality Glasses

Table 3. Major Players of Augmented Reality Display

Table 4. Major Players of Tracking System

Table 5. Major Players of Other

Table 6. Augmented Reality Hardware and Software Market Size CAGR by Type (2018 VS 2022 VS 2029) & (\$ Millions)

Table 7. Global Augmented Reality Hardware and Software Market Size by Type (2018-2023) & (\$ Millions)

Table 8. Global Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Table 9. Augmented Reality Hardware and Software Market Size CAGR by Application (2018 VS 2022 VS 2029) & (\$ Millions)

Table 10. Global Augmented Reality Hardware and Software Market Size by Application (2018-2023) & (\$ Millions)

Table 11. Global Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Table 12. Global Augmented Reality Hardware and Software Revenue by Players (2018-2023) & (\$ Millions)

Table 13. Global Augmented Reality Hardware and Software Revenue Market Share by Player (2018-2023)

Table 14. Augmented Reality Hardware and Software Key Players Head office and Products Offered

Table 15. Augmented Reality Hardware and Software Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)

Table 16. New Products and Potential Entrants

Table 17. Mergers & Acquisitions, Expansion

Table 18. Global Augmented Reality Hardware and Software Market Size by Regions 2018-2023 & (\$ Millions)

Table 19. Global Augmented Reality Hardware and Software Market Size Market Share by Regions (2018-2023)

Table 20. Global Augmented Reality Hardware and Software Revenue by Country/Region (2018-2023) & (\$ millions)

Table 21. Global Augmented Reality Hardware and Software Revenue Market Share by

Country/Region (2018-2023)

Table 22. Americas Augmented Reality Hardware and Software Market Size by Country (2018-2023) & (\$ Millions)

Table 23. Americas Augmented Reality Hardware and Software Market Size Market Share by Country (2018-2023)

Table 24. Americas Augmented Reality Hardware and Software Market Size by Type (2018-2023) & (\$ Millions)

Table 25. Americas Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Table 26. Americas Augmented Reality Hardware and Software Market Size by Application (2018-2023) & (\$ Millions)

Table 27. Americas Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Table 28. APAC Augmented Reality Hardware and Software Market Size by Region (2018-2023) & (\$ Millions)

Table 29. APAC Augmented Reality Hardware and Software Market Size Market Share by Region (2018-2023)

Table 30. APAC Augmented Reality Hardware and Software Market Size by Type (2018-2023) & (\$ Millions)

Table 31. APAC Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Table 32. APAC Augmented Reality Hardware and Software Market Size by Application (2018-2023) & (\$ Millions)

Table 33. APAC Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Table 34. Europe Augmented Reality Hardware and Software Market Size by Country (2018-2023) & (\$ Millions)

Table 35. Europe Augmented Reality Hardware and Software Market Size Market Share by Country (2018-2023)

Table 36. Europe Augmented Reality Hardware and Software Market Size by Type (2018-2023) & (\$ Millions)

Table 37. Europe Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Table 38. Europe Augmented Reality Hardware and Software Market Size by Application (2018-2023) & (\$ Millions)

Table 39. Europe Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Table 40. Middle East & Africa Augmented Reality Hardware and Software Market Size by Region (2018-2023) & (\$ Millions)

Table 41. Middle East & Africa Augmented Reality Hardware and Software Market Size Market Share by Region (2018-2023)

Table 42. Middle East & Africa Augmented Reality Hardware and Software Market Size by Type (2018-2023) & (\$ Millions)

Table 43. Middle East & Africa Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Table 44. Middle East & Africa Augmented Reality Hardware and Software Market Size by Application (2018-2023) & (\$ Millions)

Table 45. Middle East & Africa Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Table 46. Key Market Drivers & Growth Opportunities of Augmented Reality Hardware and Software

Table 47. Key Market Challenges & Risks of Augmented Reality Hardware and Software

Table 48. Key Industry Trends of Augmented Reality Hardware and Software

Table 49. Global Augmented Reality Hardware and Software Market Size Forecast by Regions (2024-2029) & (\$ Millions)

Table 50. Global Augmented Reality Hardware and Software Market Size Market Share Forecast by Regions (2024-2029)

Table 51. Global Augmented Reality Hardware and Software Market Size Forecast by Type (2024-2029) & (\$ Millions)

Table 52. Global Augmented Reality Hardware and Software Market Size Forecast by Application (2024-2029) & (\$ Millions)

Table 53. Sony (Japan) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors

Table 54. Sony (Japan) Augmented Reality Hardware and Software Product Offered

Table 55. Sony (Japan) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 56. Sony (Japan) Main Business

Table 57. Sony (Japan) Latest Developments

Table 58. Oculus (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors

Table 59. Oculus (US) Augmented Reality Hardware and Software Product Offered

Table 60. Oculus (US) Main Business

Table 61. Oculus (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 62. Oculus (US) Latest Developments

Table 63. Samsung (South Korea) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors

- Table 64. Samsung (South Korea) Augmented Reality Hardware and Software Product Offered
- Table 65. Samsung (South Korea) Main Business
- Table 66. Samsung (South Korea) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 67. Samsung (South Korea) Latest Developments
- Table 68. Google (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 69. Google (US) Augmented Reality Hardware and Software Product Offered
- Table 70. Google (US) Main Business
- Table 71. Google (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 72. Google (US) Latest Developments
- Table 73. HTC (Taiwan) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 74. HTC (Taiwan) Augmented Reality Hardware and Software Product Offered
- Table 75. HTC (Taiwan) Main Business
- Table 76. HTC (Taiwan) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 77. HTC (Taiwan) Latest Developments
- Table 78. Microsoft (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 79. Microsoft (US) Augmented Reality Hardware and Software Product Offered
- Table 80. Microsoft (US) Main Business
- Table 81. Microsoft (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 82. Microsoft (US) Latest Developments
- Table 83. Wikitude (Austria) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 84. Wikitude (Austria) Augmented Reality Hardware and Software Product Offered
- Table 85. Wikitude (Austria) Main Business
- Table 86. Wikitude (Austria) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 87. Wikitude (Austria) Latest Developments
- Table 88. DAQRI (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 89. DAQRI (US) Augmented Reality Hardware and Software Product Offered
- Table 90. DAQRI (US) Main Business

- Table 91. DAQRI (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 92. DAQRI (US) Latest Developments
- Table 93. Zugarra (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 94. Zugarra (US) Augmented Reality Hardware and Software Product Offered
- Table 95. Zugarra (US) Main Business
- Table 96. Zugarra (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 97. Zugarra (US) Latest Developments
- Table 98. Blippar (UK) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 99. Blippar (UK) Augmented Reality Hardware and Software Product Offered
- Table 100. Blippar (UK) Main Business
- Table 101. Blippar (UK) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 102. Blippar (UK) Latest Developments
- Table 103. Magic Leap (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 104. Magic Leap (US) Augmented Reality Hardware and Software Product Offered
- Table 105. Magic Leap (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 106. Magic Leap (US) Main Business
- Table 107. Magic Leap (US) Latest Developments
- Table 108. Upskill (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 109. Upskill (US) Augmented Reality Hardware and Software Product Offered
- Table 110. Upskill (US) Main Business
- Table 111. Upskill (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 112. Upskill (US) Latest Developments
- Table 113. Continental (Germany) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 114. Continental (Germany) Augmented Reality Hardware and Software Product Offered
- Table 115. Continental (Germany) Main Business
- Table 116. Continental (Germany) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

- Table 117. Continental (Germany) Latest Developments
- Table 118. Visteon (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 119. Visteon (US) Augmented Reality Hardware and Software Product Offered
- Table 120. Visteon (US) Main Business
- Table 121. Visteon (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 122. Visteon (US) Latest Developments
- Table 123. Eon Reality (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 124. Eon Reality (US) Augmented Reality Hardware and Software Product Offered
- Table 125. Eon Reality (US) Main Business
- Table 126. Eon Reality (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 127. Eon Reality (US) Latest Developments
- Table 128. MAXST (South Korea) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 129. MAXST (South Korea) Augmented Reality Hardware and Software Product Offered
- Table 130. MAXST (South Korea) Main Business
- Table 131. MAXST (South Korea) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 132. MAXST (South Korea) Latest Developments
- Table 133. Vuzix (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 134. Vuzix (US) Augmented Reality Hardware and Software Product Offered
- Table 135. Vuzix (US) Main Business
- Table 136. Vuzix (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 137. Vuzix (US) Latest Developments
- Table 138. PTC (US) Details, Company Type, Augmented Reality Hardware and Software Area Served and Its Competitors
- Table 139. PTC (US) Augmented Reality Hardware and Software Product Offered
- Table 140. PTC (US) Main Business
- Table 141. PTC (US) Augmented Reality Hardware and Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)
- Table 142. PTC (US) Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Augmented Reality Hardware and Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Augmented Reality Hardware and Software Market Size Growth Rate 2018-2029 (\$ Millions)

Figure 6. Augmented Reality Hardware and Software Sales by Geographic Region (2018, 2022 & 2029) & (\$ millions)

Figure 7. Augmented Reality Hardware and Software Sales Market Share by Country/Region (2022)

Figure 8. Augmented Reality Hardware and Software Sales Market Share by Country/Region (2018, 2022 & 2029)

Figure 9. Global Augmented Reality Hardware and Software Market Size Market Share by Type in 2022

Figure 10. Augmented Reality Hardware and Software in Healthcare

Figure 11. Global Augmented Reality Hardware and Software Market: Healthcare (2018-2023) & (\$ Millions)

Figure 12. Augmented Reality Hardware and Software in Education

Figure 13. Global Augmented Reality Hardware and Software Market: Education (2018-2023) & (\$ Millions)

Figure 14. Augmented Reality Hardware and Software in Retail

Figure 15. Global Augmented Reality Hardware and Software Market: Retail (2018-2023) & (\$ Millions)

Figure 16. Augmented Reality Hardware and Software in Entertainment

Figure 17. Global Augmented Reality Hardware and Software Market: Entertainment (2018-2023) & (\$ Millions)

Figure 18. Augmented Reality Hardware and Software in IT and Telecom

Figure 19. Global Augmented Reality Hardware and Software Market: IT and Telecom (2018-2023) & (\$ Millions)

Figure 20. Augmented Reality Hardware and Software in Others

Figure 21. Global Augmented Reality Hardware and Software Market: Others (2018-2023) & (\$ Millions)

Figure 22. Global Augmented Reality Hardware and Software Market Size Market Share by Application in 2022

Figure 23. Global Augmented Reality Hardware and Software Revenue Market Share

by Player in 2022

Figure 24. Global Augmented Reality Hardware and Software Market Size Market Share by Regions (2018-2023)

Figure 25. Americas Augmented Reality Hardware and Software Market Size 2018-2023 (\$ Millions)

Figure 26. APAC Augmented Reality Hardware and Software Market Size 2018-2023 (\$ Millions)

Figure 27. Europe Augmented Reality Hardware and Software Market Size 2018-2023 (\$ Millions)

Figure 28. Middle East & Africa Augmented Reality Hardware and Software Market Size 2018-2023 (\$ Millions)

Figure 29. Americas Augmented Reality Hardware and Software Value Market Share by Country in 2022

Figure 30. United States Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 31. Canada Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 32. Mexico Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 33. Brazil Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 34. APAC Augmented Reality Hardware and Software Market Size Market Share by Region in 2022

Figure 35. APAC Augmented Reality Hardware and Software Market Size Market Share by Type in 2022

Figure 36. APAC Augmented Reality Hardware and Software Market Size Market Share by Application in 2022

Figure 37. China Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 38. Japan Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 39. Korea Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 40. Southeast Asia Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 41. India Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 42. Australia Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 43. Europe Augmented Reality Hardware and Software Market Size Market Share by Country in 2022

Figure 44. Europe Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Figure 45. Europe Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Figure 46. Germany Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 47. France Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 48. UK Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 49. Italy Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 50. Russia Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 51. Middle East & Africa Augmented Reality Hardware and Software Market Size Market Share by Region (2018-2023)

Figure 52. Middle East & Africa Augmented Reality Hardware and Software Market Size Market Share by Type (2018-2023)

Figure 53. Middle East & Africa Augmented Reality Hardware and Software Market Size Market Share by Application (2018-2023)

Figure 54. Egypt Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 55. South Africa Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 56. Israel Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 57. Turkey Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 58. GCC Country Augmented Reality Hardware and Software Market Size Growth 2018-2023 (\$ Millions)

Figure 59. Americas Augmented Reality Hardware and Software Market Size 2024-2029 (\$ Millions)

Figure 60. APAC Augmented Reality Hardware and Software Market Size 2024-2029 (\$ Millions)

Figure 61. Europe Augmented Reality Hardware and Software Market Size 2024-2029 (\$ Millions)

Figure 62. Middle East & Africa Augmented Reality Hardware and Software Market Size

2024-2029 (\$ Millions)

Figure 63. United States Augmented Reality Hardware and Software Market Size

2024-2029 (\$ Millions)

Figure 64. Canada Augmented Reality Hardware and Software Market Size 2024-2029

(\$ Millions)

Figure 65. Mexico Augmented Reality Hardware and Software Market Size 2024-2029

(\$ Millions)

Figure 66. Brazil Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 67. China Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 68. Japan Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 69. Korea Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 70. Southeast Asia Augmented Reality Hardware and Software Market Size

2024-2029 (\$ Millions)

Figure 71. India Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 72. Australia Augmented Reality Hardware and Software Market Size 2024-2029

(\$ Millions)

Figure 73. Germany Augmented Reality Hardware and Software Market Size

2024-2029 (\$ Millions)

Figure 74. France Augmented Reality Hardware and Software Market Size 2024-2029

(\$ Millions)

Figure 75. UK Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 76. Italy Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 77. Russia Augmented Reality Hardware and Software Market Size 2024-2029

(\$ Millions)

Figure 78. Spain Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 79. Egypt Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 80. South Africa Augmented Reality Hardware and Software Market Size

2024-2029 (\$ Millions)

Figure 81. Israel Augmented Reality Hardware and Software Market Size 2024-2029 (\$

Millions)

Figure 82. Turkey Augmented Reality Hardware and Software Market Size 2024-2029 (\$ Millions)

Figure 83. GCC Countries Augmented Reality Hardware and Software Market Size 2024-2029 (\$ Millions)

Figure 84. Global Augmented Reality Hardware and Software Market Size Market Share Forecast by Type (2024-2029)

Figure 85. Global Augmented Reality Hardware and Software Market Size Market Share Forecast by Application (2024-2029)

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