

Global Augmented Reality and Virtual Reality Platform 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 where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory. This experience is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment. 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.

Virtual reality (VR) is a simulated experience that can be similar to or completely different from the real world.

Currently standard virtual reality systems use either virtual reality headsets or multi-projected environments to generate realistic images, sounds and other sensations that simulate a user's physical presence in a virtual environment. A person using virtual reality equipment is able to look around the artificial world, move around in it, and interact with virtual features or items.

This report studies applications that can help users to develop and use applications of augmented reality and virtual reality content.

LPI (LP Information)' newest research report, the "Augmented Reality and Virtual Reality Platform Industry Forecast" looks at past sales and reviews total world Augmented Reality and Virtual Reality Platform sales in 2022, providing a

comprehensive analysis by region and market sector of projected Augmented Reality and Virtual Reality Platform sales for 2023 through 2029. With Augmented Reality and Virtual Reality Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Augmented Reality and Virtual Reality Platform industry.

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

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

The global Augmented Reality and Virtual Reality Platform 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 and Virtual Reality Platform 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 and Virtual Reality Platform 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 and Virtual Reality Platform 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 and Virtual Reality Platform players cover Augmented Pixels, HP Autonomy, Blippar, Catchoom, Wikitude, Google, ARToolKit, Realmax and Huawei, 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 and Virtual Reality Platform market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

AR Platform

VR Platform

Hybrid Technology Platform

Segmentation by application

Education and Training

Video Game

Online Shopping

Media

Tourism

Social Media

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.

Augmented Pixels

HP Autonomy

Blippar

Catchoom

Wikitude

Google

ARToolKit

Realmax

Huawei

Magic Leap

Niantic

SenseTime

Facebook

Unity Technologies

EON Reality

Zappar

Infinity Augmented Reality

NexTech AR Solns

LibreStream Technologies

Artivive

Zugara

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