

# Global Augmented Reality Software and Services Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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Augmented Reality Software and Services that overlay virtual information onto the user's view of the real world, enhancing the perception of reality.

The global Augmented Reality Software and Services market size is projected to grow from US\$ million in 2023 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the “Augmented Reality Software and Services Industry Forecast” looks at past sales and reviews total world Augmented Reality Software and Services sales in 2023, providing a comprehensive analysis by region and market sector of projected Augmented Reality Software and Services sales for 2024 through 2030. With Augmented Reality Software and Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Augmented Reality Software and Services industry.

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

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

United States market for Augmented Reality Software and Services is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

China market for Augmented Reality Software and Services is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Europe market for Augmented Reality Software and Services is estimated to increase from US\$ million in 2023 to US\$ million by 2030, at a CAGR of % from 2024 through 2030.

Global key Augmented Reality Software and Services players cover PTC Inc., Wikitude GmbH, Daqri LLC, Zugaro Inc. and Niantic Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2023.

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

### Segmentation by type

AR Development Tools

AR Content Creation Platforms

AR Games

AR Navigation

AR Education

AR Retail

AR Medical

AR Industrial

AR Entertainment

AR Architecture

### Segmentation by application

BAR

BAR Consumer

BAR Military

BAR Government

BAR Research

BAR Education

BAR Healthcare

BAR Media

BAR Entertainment

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.

PTC Inc.

Wikitude GmbH

Daqri LLC

Zugara Inc.

Niantic Inc.

Augmate Corporation

Ubimax GmbH

Upskill

Catchoom Technologies S.L.

Aurasma

EON Reality Inc.

Hewlett-Packard Development Company LP

Zappar Ltd.

Immerseport

Infinity Augmented Reality Inc.

Inglobe Technologies Arl

Jbknowledge Inc.

Kudan

Magic Leap Inc.

Marxent Labs LLC

Mortar Studios Ltd.

Amazon Web Services Inc.

Re'flekt GmbH

Scope Technologies Inc.

Viewar GmbH

Atheer Inc.

ARToolKit

Arway Corporation

CraftAR

EasyAR

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