

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

<https://marketpublishers.com/r/G1F73BD9947EN.html>

Date: January 2024

Pages: 129

Price: US\$ 3,660.00 (Single User License)

ID: G1F73BD9947EN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global Augmented Reality Technology market size was valued at US\$ 1475.9 million in 2023. With growing demand in downstream market, the Augmented Reality Technology is forecast to a readjusted size of US\$ 8599.7 million by 2030 with a CAGR of 28.6% during review period.

The research report highlights the growth potential of the global Augmented Reality Technology market. Augmented Reality Technology are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Augmented Reality Technology. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Augmented Reality Technology market.

Augmented Reality Technology is a new technology that calculates the position and angle of camera images in real time and adds corresponding images. It is a new technology that integrates real world information and virtual world information seamlessly. The goal of this technology is to put the virtual world in the real world and interact on the screen. This technique was first proposed in 1990. With the improvement of the computing power of portable electronic products, the use of augmented reality is becoming more and more widespread

North America is the largest Augmented Reality Technology market with about 43% market share. Asia-Pacific is follower, accounting for about 30% market share. The key

manufacturers are Microsoft, Magic Leap, Epson, Google, Toshiba, Vuzix, DAQRI, Every sight, ThirdEye Gen, Realmax, HiScene, Vuforia (PTC), Wikitude, ViewAR etc. Top 3 companies occupied about 44% market share.

#### Key Features:

The report on Augmented Reality Technology market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Augmented Reality Technology market. It may include historical data, market segmentation by Type (e.g., Hardware, Software), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Augmented Reality Technology market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Augmented Reality Technology market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Augmented Reality Technology industry. This include advancements in Augmented Reality Technology technology, Augmented Reality Technology new entrants, Augmented Reality Technology new investment, and other innovations that are shaping the future of Augmented Reality Technology.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Augmented Reality Technology market. It includes factors influencing customer ' purchasing decisions, preferences for Augmented Reality Technology product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Augmented Reality Technology market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Augmented Reality Technology market. The report

also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Augmented Reality Technology market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Augmented Reality Technology industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Augmented Reality Technology market.

#### Market Segmentation:

Augmented Reality Technology market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

#### Segmentation by type

Hardware

Software

#### Segmentation by application

Enterprises Use

Individual Consumer Use

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.

Microsoft

Magic Leap

Epson

Google

Toshiba

Vuzix

EverySight

ThirdEye Gen

Realmax

HiScene

Vuforia (PTC)

Wikitude

ViewAR

Optinvent

Lenovo

MAD Gaze

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