

Global Automotive AR and VR Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Augmented reality is a digital layer superimposed on the physical world. Augmented reality applications are developed on special 3D programs that enable developers to integrate contextual or digital content with the real world. Moreover, it integrates the real-life environment with virtual details that enhance the experience. This is typically achieved by looking at real-life environments through a smart goggles and headsets, smartphone or tablet screen. Augmented reality in automotive is majorly used for the application that displays the features of pedestrian, navigations, and smart signaling on a windshield.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive AR and VR 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 Automotive AR and VR.

The global Automotive AR and VR market size is projected to grow from US\$ 553.5 million in 2022 to US\$ 7694.3 million in 2029; it is expected to grow at a CAGR of 45.6% from 2023 to 2029.

United States market for Automotive AR and VR 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 Automotive AR and VR 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 Automotive AR and VR is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Automotive AR and VR players cover Continental AG, DAQRI, HTC Corporation, Hyundai Motor Group, Microsoft Corporation, Robert Bosch GmbH, Unity Technologies ApS, Visteon Corporation and Volkswagen AG, 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 Automotive AR and VR market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Augmented Reality (AR)

Virtual Reality (VR)

Segmentation by application

Research & Development

Manufacturing & Supply

Marketing & Sales

Aftersales

Support Functions

Product

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.

Continental AG

DAQRI

HTC Corporation

Hyundai Motor Group

Microsoft Corporation

Robert Bosch GmbH

Unity Technologies ApS

Visteon Corporation

Volkswagen AG

WayRay AG

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