

# Global Automotive Augmented Reality and Virtual Reality Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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VR places users in an imaginary or re-replicated world (such as a game, movie, or flight simulation), or simulates the real world (such as watching live sports). The major hardware players in the VR space are Oculus, Sony (PlayStation VR) and HTC (Vive). AR is the addition of a digital imaginary world to the real world, with major hardware including Microsoft (HoloLens), Google (Google Glass) and Magic Leap.

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

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

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

The global Automotive Augmented Reality and Virtual Reality market size is projected to grow from US\$ 2235.3 million in 2022 to US\$ 5214.4 million in 2029; it is expected to grow at a CAGR of 12.9% from 2023 to 2029.

The biggest Augmented and Virtual Reality players in global Market is Sony, holds a share about 25%, followed by Oculus (Meta). North America and Asia-Pacific are the top 2 the largest markets, occupied for around 70 percent in total, followed by Europe, which holds around 20% market share. In terms of type, VR device segment holds share over 90 percent. In terms of application, game segment holds the largest share over 30 percent in AR device applications while VR device for game holds about 44% market share.

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

Market Segmentation:

Segmentation by type

AR

VR

Segmentation by application

Passenger Vehicle

Commercial Vehicle

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

HARMAN International

Microsoft

Visteon

Volkswagen

HTC

NVIDIA

Unity

AutoVRse

Bosch

DENSO

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