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Global Immersive Experience Market Growth (Status and Outlook) 2024-2030

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Abstracts

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The global Immersive Experience market size is projected to grow from US$ million in 2024 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 “Immersive Experience Industry Forecast” looks at past sales and reviews total world Immersive Experience sales in 2022, providing a comprehensive analysis by region and market sector of projected Immersive Experience sales for 2023 through 2029. With Immersive Experience sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Immersive Experience industry.

This Insight Report provides a comprehensive analysis of the global Immersive Experience landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Immersive Experience portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Immersive Experience market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Immersive Experience 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 Immersive Experience.

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Immersive experience uses technologies such as virtual reality (VR) and augmented reality (AR) to make users feel like they are in a virtual or enhanced environment and interact with virtual objects. It simulates sensory experiences and creates immersive environments and scenes, allowing people to fully immerse themselves in them and experience something different from the real world.

This report presents a comprehensive overview, market shares, and growth opportunities of Immersive Experience market by product type, application, key players and key regions and countries.

Segmentation by Type:

Virtual Reality (VR)

Augmented Reality (AR)

Mixed Reality (MR)

Extended Reality (XR)

Segmentation by Application:

Healthcare

Training and Education

Tourism and Tours

Digital and Entertainment

Others

This report also splits the market by region:

Americas

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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

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Israel

Turkey

GCC Countries

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- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel

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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.

BOE

Immersive Studio

Vmersive

ATTRAKTION

Moment Factory

Gartner

Accenture

Four Agency

Capgemini

TCS Avapresence

Tech Mahindra

Avanade

NTT DATA

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Merkle

LTImindtree

Globant

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