

Global Mobile AR Platform Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Mobile AR Platform market size is predicted to grow from US\$ 30424 million in 2025 to US\$ 113830 million in 2032; it is expected to grow at a CAGR of 20.9% from 2026 to 2032.

Mobile AR Platform refers to the hardware and software ecosystem on smartphones and tablets that enables Augmented Reality (AR) experiences by combining camera input, depth sensing, motion tracking, and real-time 3D rendering. Mobile AR pricing is mostly indirect, with free AR software platforms, AR-enabled smartphones priced around USD 400-1,200, consumer apps mostly free with in-app purchases up to about USD 20, and enterprise AR platforms costing roughly USD 10,000-100,000+.

United States market for Mobile AR Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Mobile AR Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Mobile AR Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Mobile AR Platform players cover Intel, Microsoft, Apple, Sony, Meta (Reality Labs), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "Mobile AR Platform Industry Forecast" looks at past sales and reviews total world Mobile AR Platform sales in 2025,

providing a comprehensive analysis by region and market sector of projected Mobile AR Platform sales for 2026 through 2032. With Mobile AR Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mobile AR Platform industry.

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

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

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

Segmentation by Type:

iOS AR Platforms (ARKit Ecosystem)

Android AR Platforms (ARCore Ecosystem)

Cross-Platform AR SDKs

Segmentation by Technology:

Marker-Based AR

Markerless (SLAM-Based) AR

Location-Based AR

Sensor-Fusion AR (Camera + IMU + Depth)

Segmentation by Device Type:

Smartphones

Tablets

Smart Glasses (Mobile-Connected)

Segmentation by Application:

Consumer Users

Enterprise Users

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.

Intel

Microsoft

Apple

Sony

Meta (Reality Labs)

STMicroelectronics

Sony DepthSensing Solu

OMNIVISION

Lumentum

Texas Instruments

Orbbec

Hikvision

Dahua Technology

Sunny Optical Technology

Xiaomi

Meere Company

LG Innotek

Canon

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