

Global Screen-based Eye Trackers Market Growth 2026-2032

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Abstracts

The global Screen-based Eye Trackers market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Screen-based eye trackers are devices used to monitor and analyze eye movements and gaze behavior as individuals interact with digital displays such as computer screens, tablets, or smartphones. These eye trackers utilize infrared or video-based technology to accurately capture and measure where a person is looking on the screen, providing valuable insights into visual attention, user experience, and cognitive processes. Screen-based eye trackers find applications in various fields including psychology, human-computer interaction, market research, and usability testing, enabling researchers and practitioners to understand how users engage with digital interfaces and content. They are essential tools for improving the design and usability of user interfaces, optimizing advertising strategies, and enhancing the overall user experience in digital environments.

United States market for Screen-based Eye Trackers 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 Screen-based Eye Trackers 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 Screen-based Eye Trackers is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Screen-based Eye Trackers players cover Tobii, SR Research, EyeTech

Digital Systems, Gazepoint, Smart Eye, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Screen-based Eye Trackers Industry Forecast" looks at past sales and reviews total world Screen-based Eye Trackers sales in 2025, providing a comprehensive analysis by region and market sector of projected Screen-based Eye Trackers sales for 2026 through 2032. With Screen-based Eye Trackers sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Screen-based Eye Trackers industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Screen-based Eye Trackers 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 Screen-based Eye Trackers.

This report presents a comprehensive overview, market shares, and growth opportunities of Screen-based Eye Trackers market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Integrated Eye Tracker

Stand-alone Eye Tracker

Segmentation by Application:

Marketing and Research

Automotive

Health Applications

Others

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 analysing the company's coverage, product portfolio, its market penetration.

Tobii

SR Research

EyeTech Digital Systems

Gazepoint

Smart Eye

Eyegaze

Key Questions Addressed in this Report

Global Screen-based Eye Trackers Market Growth 2026-2032

What is the 10-year outlook for the global Screen-based Eye Trackers market?

What factors are driving Screen-based Eye Trackers market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Screen-based Eye Trackers market opportunities vary by end market size?

How does Screen-based Eye Trackers break out by Type, by Application?

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Figure 84. Global Screen-based Eye Trackers Revenue Market Share Forecast by Application (2027-2032)

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