

# Augmented and Virtual Reality in Education Market Report: Trends, Forecast and Competitive Analysis

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## Abstracts

### Augmented and Virtual Reality in Education Market Trends and Forecast

The future of the augmented and virtual reality in education market looks promising with opportunities in the academic and corporate sectors. The global augmented and virtual reality in education market is expected to grow with a CAGR of 16% to 18% from 2023 to 2028. The major drivers for this market are increased participation and engagement in learning, demand for personalized learning experiences, and increasing use of connected devices in augmented & virtual reality in education.

### Augmented and Virtual Reality in Education Market

#### Emerging Trends in the Augmented and Virtual Reality in Education Market

Emerging trends, which have a direct impact on the dynamics of the industry, include increasing adoption of advanced technology products and devices, increased demand for personalised and experiential learning methods, and trending culture of online studies.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below. To learn the scope, benefits, companies researched and other details of the global augmented and virtual reality in education market report please download the report brochure.

### Augmented and Virtual Reality in Education Market by Segments

#### Augmented and Virtual Reality in Education Market by Segment

The study includes a forecast for the global augmented and virtual reality in education market by component, deployment model, application, end use industry, and region, as follows:

Augmented and Virtual Reality in Education Market by Component [Value (\$B) Shipment Analysis from 2017 to 2028]:

## Solutions

Hardware

Services

Augmented and Virtual Reality in Education Market by Deployment Model [Value (\$B) Shipment Analysis from 2017 to 2028]:

Cloud

On-Premises

Augmented and Virtual Reality in Education Market by Application [Value (\$B) Shipment Analysis from 2017 to 2028]:

Classroom Learning

Corporate Learning Management

Certifications

e-learning

Virtual field trips

Student Recruitment

Others

Augmented and Virtual Reality in Education Market by End Use Industry [Value (\$B) Shipment Analysis from 2017 to 2028]:

Academic

K-12

Higher Education

Corporate

Telecommunications and IT

Healthcare and Life Sciences

Retail and Ecommerce

Banking, Financial Services, and Insurance

Manufacturing

Government and Public Sector

Augmented and Virtual Reality in Education Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

### List of Augmented and Virtual Reality in Education Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies augmented and virtual reality in education companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the augmented and virtual reality in education companies profiled in this report includes.

Sony

Samsung Electronics

HTC

Google

Microsoft

Panasonic

LG Electronics

Oracle

Cisco

Dell

### Augmented and Virtual Reality in Education Market Insights

Lucintel forecasts that hardware will remain the fastest growing segment over the forecast period due to its involvement in devices which is used to project virtual reality content such as head-mounted displays, VR headsets, and projectors.

Within this market, academic is expected to remain the largest segment over the forecast period as educational institutions and universities are leveraging innovative educational technology developments to engage students, expand their global presence, and avoid campus congestion.

North America will remain the largest region due to the presence of many prominent educational institutions and quality education provided by US and Canada. Additionally, presence of globally renowned higher education institutions that possess the demand and resources to adopt such advanced technology to improve quality of learning.

### Features of the Augmented and Virtual Reality in Education Market

**Market Size Estimates:** Augmented and virtual reality in education market size estimation in terms of value (\$B)

**Trend and Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Augmented and virtual reality in education market size by various segments, such as by component, deployment model, application, end use industry, and region.

**Regional Analysis:** Augmented and virtual reality in education market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different by component, deployment model, application, end use industry, and regions for the augmented and virtual reality in education market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the augmented and virtual reality in education market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

**Q1. What is the augmented and virtual reality in education market size?**

**Answer:** The global augmented and virtual reality in education market is expected to reach an estimated \$xx billion by 2027.

**Q2. What is the growth forecast for augmented and virtual reality in education market?**

**Answer:** The global augmented and virtual reality in education market is expected to grow with a CAGR of 16% to 18% from 2023 to 2028. The major drivers for this market are increased participation and engagement in learning, demand for personalized learning experiences, and increasing use of connected devices in augmented & virtual reality in education.

**Q3. What are the major drivers influencing the growth of the augmented and virtual reality in education market?**

**Answer:** The major drivers for this market are increased participation and engagement in learning, demand for personalized learning experiences, and increasing use of connected devices in augmented & virtual reality in education.

**Q4. What are the major segments for augmented and virtual reality in education market?**

**Answer:** The future of the augmented and virtual reality in education market looks promising with opportunities in the academic and corporate sectors.

**Q5. What are the emerging trends in augmented and virtual reality in education market?**

**Answer:** Emerging trends, which have a direct impact on the dynamics of the industry, include increasing adoption of advanced technology products and devices, increased

demand for personalised and experiential learning methods, and trending culture of online studies.

Q6. Who is the key augmented and virtual reality in education companies?

Answer: Some of the key augmented and virtual reality in education companies are as follows:

Sony

Samsung Electronics

HTC

Google

Microsoft

Panasonic

LG Electronics

Oracle

Cisco

Dell

Q7. Which augmented and virtual reality in education segment will be the largest in future?

Answer: Lucintel forecasts that hardware will remain the fastest growing segment over the forecast period due to its involvement in devices which is used to project virtual reality content such as head-mounted displays, VR headsets, and projectors.

Q8. In augmented and virtual reality in education market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region due to the presence of many prominent educational institutions and quality education provided by US and Canada. Additionally, presence of globally renowned higher education institutions that possess the demand and resources to adopt such advanced technology to improve quality of learning.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the augmented and virtual reality in education market by component (solutions, hardware, and services), deployment model (cloud, and on-premises), application (classroom learning, corporate learning management, certifications, e-learning, virtual field trips, student recruitment, and others), end use industry (academic and corporate), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

- Q.2. Which segments will grow at a faster pace and why?
- Q.3. Which region will grow at a faster pace and why?
- Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?
- Q.5. What are the business risks and competitive threats in this market?
- Q.6. What are the emerging trends in this market and the reasons behind them?
- Q.7. What are some of the changing demands of customers in the market?
- Q.8. What are the new developments in the market? Which companies are leading these developments?
- Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?
- Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?
- Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to augmented and virtual reality in education market or related to augmented and virtual reality in education companies, augmented and virtual reality in education market size, augmented and virtual reality in education market share, augmented and virtual reality in education analysis, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. GLOBAL AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: MARKET DYNAMICS

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### 3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2017 TO 2028

3.1: Macroeconomic Trends (2017-2022) and Forecast (2023-2028)

3.2: Global Augmented and Virtual Reality in Education Market Trends (2017-2022) and Forecast (2023-2028)

3.3: Global Augmented and Virtual Reality in Education Market by Component

3.3.1: Solutions

3.3.2: Hardware

3.3.3: Services

3.4: Global Augmented and Virtual Reality in Education Market by Deployment Model

3.4.1: Cloud

3.4.2: On-Premises

3.5: Global Augmented and Virtual Reality in Education Market by Application

3.5.1: Classroom Learning

3.5.2: Corporate Learning Management

3.5.3: Certifications

3.5.4: e-learning

3.5.5: Virtual field trips

3.5.6: Student Recruitment

3.5.7: Others

3.6: Global Augmented and Virtual Reality in Education Market by End Use Industry

3.6.1: Academic

3.6.1.1: K-12

3.6.1.2: Higher Education

3.6.2: Corporate

3.6.2.1: Telecommunications and IT

3.6.2.2: Healthcare and Life Sciences

3.6.2.3: Retail and Ecommerce

- 3.6.2.4: Banking, Financial Services, and Insurance
- 3.6.2.5: Manufacturing
- 3.6.2.6: Government and Public Sector

## **4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2017-2028**

- 4.1: Global Augmented and Virtual Reality in Education Market by Region
- 4.2: North American Augmented and Virtual Reality in Education Market
  - 4.2.1: North American Augmented and Virtual Reality in Education Market by Component: Solutions, Hardware, and Services
  - 4.2.2: North American Augmented and Virtual Reality in Education Market by End Use Industry: Academic and Corporate
- 4.3: European Augmented and Virtual Reality in Education Market
  - 4.3.1: European Augmented and Virtual Reality in Education Market by Component: Solutions, Hardware, and Services
  - 4.3.2: European Augmented and Virtual Reality in Education Market by End Use Industry: Academic and Corporate
- 4.4: APAC Augmented and Virtual Reality in Education Market
  - 4.4.1: APAC Augmented and Virtual Reality in Education Market by Component: Solutions, Hardware, and Services
  - 4.4.2: APAC Augmented and Virtual Reality in Education Market by End Use Industry: Academic and Corporate
- 4.5: ROW Augmented and Virtual Reality in Education Market
  - 4.5.1: ROW Augmented and Virtual Reality in Education Market by Component: Solutions, Hardware, and Services
  - 4.5.2: ROW Augmented and Virtual Reality in Education Market by End Use Industry: Academic and Corporate

## **5. COMPETITOR ANALYSIS**

- 5.1: Product Portfolio Analysis
- 5.2: Operational Integration
- 5.3: Porter's Five Forces Analysis

## **6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS**

- 6.1: Growth Opportunity Analysis
  - 6.1.1: Growth Opportunities for the Global Augmented and Virtual Reality in Education Market by Component



6.1.2: Growth Opportunities for the Global Augmented and Virtual Reality in Education Market by Deployment Model

6.1.3: Growth Opportunities for the Global Augmented and Virtual Reality in Education Market by Application

6.1.4: Growth Opportunities for the Global Augmented and Virtual Reality in Education Market by End Use Industry

6.1.5: Growth Opportunities for the Global Augmented and Virtual Reality in Education Market by Region

6.2: Emerging Trends in the Global Augmented and Virtual Reality in Education Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Augmented and Virtual Reality in Education Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Augmented and Virtual Reality in Education Market

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: Sony

7.2: Samsung Electronics

7.3: HTC

7.4: Google

7.5: Microsoft

7.6: Panasonic

7.7: LG Electronics

7.8: Oracle

7.9: Cisco

7.10: Dell

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