

# Eye Tracking Market Report: Trends, Forecast and Competitive Analysis

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## Abstracts

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The future of the eye tracking market looks promising with opportunities in various applications, such as assistive communication, academic research, consumer behavior, market research, human behavior, and usability testing. The global eye tracking market is expected to decline in 2020 due to the global economic recession led by the COVID-19 pandemic. However, the market will witness recovery in the year 2021, and it is expected to grow with a CAGR of 24% to 26% from 2020 to 2025. The major drivers for this market are growing demand for eye tracker-based assistive communication devices and growing usage of eye tracking technology in the military and aerospace sectors.

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 of, benefits, companies researched and other details of eye tracking market report download the report brochure.

The study includes trends and forecasts for the global eye tracking market by offering, end use industry, tracking type, application, type, and region as follows:

By Offering [\$M shipment analysis for 2014 – 2025]:

Hardware

Software

Research & Consulting Services

By End Use Industry [\$M shipment analysis for 2014 – 2025]:

Retail & Advertisement

Consumer Electronics

Healthcare & Research Labs

Government, Defense, and Aerospace

Automotive & Transportation

Others

By Tracking Type [\$M shipment analysis for 2014 – 2025]:

Remote Eye Tracking

Mobile Eye Tracking

By Application [\$M shipment analysis for 2014 – 2025]:

Assistive Communication

Academic Research

Consumer Behavior

Market Research

Human Behavior

Usability Testing

By Type [\$M shipment analysis for 2014 – 2025]:

Eye Attached Tracking

Optical Tracking

Electrooculography

By Region [\$M shipment analysis for 2014 – 2025]:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Asia Pacific

China

Japan

India

South Korea

## The Rest of the World

Some of the eye tracking companies profiled in this report include Tobii, SR Research, Seeing Machines, PRS IN VIVO, Smart Eye, Ergoneers GmbH, LC TECHNOLOGIES, Apple Inc., and EyeTech Digital Systems

Mobile eye tracking will remain the largest tracking type segment over the forecast period due to growing demand for vision tracing technology in commercial applications.

Assistive communication will remain the largest application segment during the forecast period due to growing demand for assistive communication devices for physically impaired people.

North America will remain the largest region during the forecast period due to growing usage of advanced technology in the healthcare sector and increasing demand for eye tracking devices for assistive communication application in countries, like the US.

## Features of Eye Tracking Market

**Market Size Estimates:** Eye tracking market size estimation in terms of value (\$M)

**Trend and Forecast Analysis:** Market trends (2014-2019) and forecast (2020-2025) by various segments and regions.

**Segmentation Analysis:** Market size by offering, end use industry, tracking type, application, and type

**Regional Analysis:** Eye tracking market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different offering, end use industry, tracking type, application, type, and regions for eye tracking market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the eye tracking market.

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

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the global eye tracking market by offering (hardware, software, and research & consulting services), end use industry (retail & advertisement, consumer electronics, healthcare & research labs, government, defense, and aerospace, automotive & transportation, and others), tracking type (remote eye tracking and mobile eye tracking), application (assistive communication, academic research, consumer behavior, market research, human behavior, and usability testing), type (eye attached tracking, optical tracking, and electrooculography), 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 regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the eye tracking market?

Q.5 What are the business risks and threats to the eye tracking market?

Q.6 What are emerging trends in this eye tracking market and the reasons behind them?

Q.7 What are some changing demands of customers in the eye tracking market?

Q.8 What are the new developments in the eye tracking market? Which companies are leading these developments?

Q.9 Who are the major players in the eye tracking market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in the eye tracking market, and how big of a threat do they pose for loss of market share via material or product substitution?

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