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2020-2025 Global Augmented Reality for Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Augmented reality (AR) is defined as the integration of digitally created media within an existing actual environment. Augmented Reality for Advertising is a series of application services of AR in advertising.
This report elaborates the market size, market characteristics, and market growth of the Augmented Reality for Advertising industry, and breaks down according to the type, application, and consumption area of Augmented Reality for Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Augmented Reality for Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.
In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Augmented Reality for Advertising market covered in Chapter 13:
Blippar
Zappar
Leo Burnett
McCANN
Aurasma
Google
NGRAIN
Metaio

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Wikitude
Total Immersion
Augmented Pixels
BBDO
Catchoom
PTC

In Chapter 6, on the basis of types, the Augmented Reality for Advertising market from 2015 to 2025 is primarily split into:
Software
Services

In Chapter 7, on the basis of applications, the Augmented Reality for Advertising market from 2015 to 2025 covers:
Media & Entertainment
Automobile
Customer Service
Retail

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:
United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:
North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain

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Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:
Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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