

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

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Abstracts

Augmented reality (AR) is a technology that adds on or layers digital media, such as touch feedback, graphics, 3D models, and sound, on a real world environment to enhance user experience and interaction. Virtual reality (VR) is a computer simulated reality that is achieved through replicating an environment into an interactive three-dimensional experience to a user. Automotive Augmented Reality and Virtual Reality covers automotive AR and VR technology used (in research stage) in heads-up display (HUD), design, and prototype of automotive and virtual automotive showrooms. This report elaborates the market size, market characteristics, and market growth of the Automotive Augmented Reality and Virtual Reality industry, and breaks down according to the type, application, and consumption area of Automotive Augmented Reality and Virtual Reality. 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 Automotive Augmented Reality and Virtual Reality 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 Automotive Augmented Reality and Virtual Reality market covered in Chapter 13:

Unity

Nippon Seiki

Volkswagen
Visteon
Continental
NVIDIA
General Motors (GM)
Microsoft
Delphi Automotive*
Garmin
Jaguar
Panasonic
HTC
Bosch
Hyundai Motor Company
DENSO
HARMAN International
Mercedes-Benz
AutoVRse

In Chapter 6, on the basis of types, the Automotive Augmented Reality and Virtual Reality market from 2015 to 2025 is primarily split into:

Augmented reality (AR)
Virtual reality (VR)

In Chapter 7, on the basis of applications, the Automotive Augmented Reality and Virtual Reality market from 2015 to 2025 covers:

Improving the Product
Improving the Selling Experience
Others

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

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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