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

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Abstracts

Augmented Reality (AR) is an interactive experience of a real-world environment whereby the objects that reside in the real-world are 'augmented' by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory. Mobile augmented reality is AR that user can take with wherever user go. Most specifically, this means that the hardware required to implement an AR application is something that user take with. This report elaborates the market size, market characteristics, and market growth of the Mobile Augmented Reality industry, and breaks down according to the type, application, and consumption area of Mobile Augmented 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 Mobile Augmented 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 Mobile Augmented Reality market covered in Chapter 13:
Ngrain
Blippar
Atheer
Microsoft
Total Immersion
HP Reveal

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Zappar
Infinity Augmented Reality
Qualcomm
Marxent
Google
Catchoom
Wikitude
Daqri
Metaio

In Chapter 6, on the basis of types, the Mobile Augmented Reality market from 2015 to 2025 is primarily split into:
Hardware Component
Software Component

In Chapter 7, on the basis of applications, the Mobile Augmented Reality market from 2015 to 2025 covers:
Marketing and Advertising
Gaming and Entertainment
Education and Learning
Travel and Tourism

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

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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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