

# Global Augmented Reality for Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.

Based on the Augmented Reality for Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Augmented Reality for Advertising market covered in Chapter 5:

BBDO

PTC

McCANN

Metaio

Wikitude

Blippar

Leo Burnett

Catchoom

NGRAIN

Zappar

Total Immersion

Augmented Pixels

Google

Aurasma

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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