

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

<https://marketpublishers.com/r/G47851DBB6D0EN.html>

Date: October 2021

Pages: 116

Price: US\$ 3,500.00 (Single User License)

ID: G47851DBB6D0EN

Abstracts

Augmented reality, commonly abbreviated 'AR,' is computer-generated content overlaid on a real world environment. AR hardware comes in many forms, including devices that you can carry, such as handheld displays, and devices you wear, such as headsets, and glasses.

Based on the Augmented Reality and Virtual Reality 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 and Virtual Reality market covered in Chapter 5:

DAQRI LLC

Augmented Pixels Inc.

HTC Corporation

Microsoft Corporation
Wikitude GmbH
Terminal Eleven
Zapper Limited
Facebook Inc.
and Sony Corporation
HP Inc.
Blippar.com
Samsung Group
EON Reality Inc.
Google LLC

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

Non-immersive Systems
Semi-immersive Projection System
Fully-immersive Head Mounted Systems

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

Education & Training
Video Games
Media
Tourism
Social Media

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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