

# Global Eye Tracking Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Eye tracking is the process of measuring either the point of gaze (where one is looking) or the motion of an eye relative to the head. An eye tracker is a device for measuring eye positions and eye movement. Eye trackers are used in research on the visual system, in psychology, in psycholinguistics, marketing, as an input device for human-computer interaction, and in product design. There are a number of methods for measuring eye movement. The most popular variant uses video images from which the eye position is extracted. Other methods use search coils or are based on the electrooculogram.

Based on the Eye Tracking 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 Eye Tracking market covered in Chapter 5:

### Applied Science Laboratories

The Eyetribe  
LC Technologies  
SteelSeries  
SR Research Ltd.  
Tobii AB  
Eyetracking, Inc  
Sensomotoric Instruments GmbH  
Polhemus  
Gazepoint  
Smart Eye  
Imotions  
Eyetechn Digital Systems, Inc.

In Chapter 6, on the basis of types, the Eye Tracking market from 2015 to 2025 is primarily split into:

Eye-attached tracking  
Optical tracking  
Electrooculography

In Chapter 7, on the basis of applications, the Eye Tracking market from 2015 to 2025 covers:

Healthcare  
Retail  
Research  
Automotive  
Consumer Electronics  
Others

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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