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

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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. Based on the Mobile Augmented 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 Mobile Augmented Reality market covered in Chapter 5:
Atheer
Qualcomm

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Infinity Augmented Reality
Catchoom
Zappar
Blippar
Wikitude
Ngrain
Google
Marxent
Metaio
HP Reveal
Daqri
Total Immersion
Microsoft

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 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

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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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