

AR VR Software Market by Technology Type (AR Software and VR Software), Software Type (Software Development Kit, Game Engine), Vertical (Media & Entertainment, Retail & eCommerce, Manufacturing, Healthcare) and Region - Global Forecast to 2028

<https://marketpublishers.com/r/AFA2583D1910EN.html>

Date: October 2023

Pages: 246

Price: US\$ 4,950.00 (Single User License)

ID: AFA2583D1910EN

Abstracts

The AR VR Software market is estimated at USD 32.5 billion in 2023 to reach USD 77.5 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 19.0%. The widespread deployment of 5G networks represents a significant technological leap for AR VR software by offering rapid data transfer and minimal latency. This advancement is pivotal in delivering seamless and immersive AR VR experiences. With 5G, users can enjoy high-quality, real-time interactions with AR VR applications, free from disruptions. This newfound speed and responsiveness unlock a wealth of possibilities for AR VR technology, enabling it to flourish across various domains. Consequently, 5G's technical capabilities stand as a fundamental catalyst driving the growth and evolution of AR VR software, ensuring its continued innovation and adoption.

“By software type, software development kit (SDK) segment to hold the largest market size during the forecast period.”

SDKs are essential tools for developing AR and VR applications. They provide developers with the tools and resources they need to create immersive experiences that interact with the real world and can be used for a variety of purposes, such as gaming, entertainment, education, and enterprise. SDKs can be used to develop high quality AR and VR applications for a variety of platforms, including mobile devices, smart glasses, and headsets.

“Based on vertical, the travel & hospitality segment is expected to register the fastest

growth rate during the forecast period. “

Augmented navigation revolutionizes the way tourists explore unfamiliar cities by seamlessly integrating augmented reality into their journeys. Through dedicated AR navigation apps, travelers can view their surroundings through their smartphone or AR glasses and receive real-time information about nearby points of interest, historical facts, and directions. This immersive experience transforms ordinary walks into informative and engaging adventures, allowing tourists to discover hidden gems and cultural insights while confidently navigating through the city's streets. These AR-enhanced experiences not only make exploration more engaging but also serve as a compelling driver for the AR and VR software market. They drive development of more such sophisticated apps that cater to tourists' demand for travel information and adventure, fostering growth in the AR and VR software sector.

“Asia Pacific highest growth rate during the forecast period.”

Across the Asia-Pacific region, numerous cities are investing substantially to transform into smart cities. Within these urban innovation initiatives, AR and VR technologies play pivotal roles. They facilitate streamlined urban planning processes by enabling immersive cityscape visualization. Moreover, these technologies contribute to efficient transportation management, offering real-time data and navigation solutions. In addition, AR and VR enhance public services with interactive information hubs and maintenance tools. This convergence of technology and urban development fosters the growth of tailored AR and VR software solutions, shaping the future of smarter, more connected cities in the region.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By Designation: C-level –35%, D-level – 25%, and Others – 40%

By Region: North America – 30%, Europe – 30%, Asia Pacific – 25%, Middle East & Africa – 10%, and Latin America- 5%.

The major players in the AR VR Software market include Microsoft (US), Google (US), Unity Technologies (US), Adobe (US), Autodesk (US), Meta (US), PTC (US), TeamViewer (Germany), NVIDIA Corporation (US), Advanced Micro Devices (US), Qualcomm (US), Zoho Corporation (India), Hexagon AB (Sweden), Magic Leap (US), VMware (US), Blippar (UK), Augment (France), ShapesXR (US), ARuVR (UK), Scope AR (US), Vectary (US), Eon Reality (US), Wevr (US), Talespin Reality Labs (US), Squint (US), Niantic (US), Marxent Labs (US), Inglobe Technologies (Italy), Ultraleap (US), Amelia (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their AR VR Software market footprint.

Research Coverage

The market study covers the AR VR software market size across different segments. It aims at estimating the market size and the growth potential across different segments, including Technology Type (AR software and VR software), Software Type (Software Development Kit, Game Engine, Modeling and visualization Software, Content Management System, Training Simulation Software, and Other Software (Collaboration, Geospatial Mapping, And Industrial Platforms), Vertical (Media & Entertainment, Retail & Ecommerce, Training & Education, Travel & Hospitality, Aerospace & Defense, Real Estate, Manufacturing, Healthcare, Aerospace & Defense, Automotive, and Other Verticals (IT & Telecom, Transportation & Logistics, And Energy & Utilities), and Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global AR VR Software market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (growing popularity of gaming, diverse use cases of AR VR in multiple industries, restraints (fragmentation in the AR VR landscape), opportunities (enhancing remote work and collaboration), and challenges (optimizing performance is a paramount concern in AR/VR software development, limited amount of content available for AR VR) influencing the growth of the AR VR software market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AR VR software market. Market Development: Comprehensive information about lucrative markets – the report analyses the AR VR software market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AR VR Software market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Microsoft (US), Google (US), Unity Technologies (US), Adobe (US), Autodesk (US), Meta (US), PTC (US), TeamViewer (Germany), NVIDIA Corporation (US), Advanced Micro Devices (US), Qualcomm (US), Zoho Corporation (India), Hexagon AB (Sweden), Magic Leap (US), VMware (US), Blippar (UK), Augment (France), ShapesXR (US), ARuVR (UK), Scope AR (US), Vectary (US), Eon Reality (US), Wevr (US), Talespin Reality Labs (US), Squint (US), Niantic (US), Marxent Labs (US), Inglobe Technologies (Italy), Ultraleap (US), Amelia (US).

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

1.3.1 MARKET SEGMENTATION

FIGURE 1 AR VR SOFTWARE MARKET SEGMENTATION

1.3.2 REGIONS COVERED

1.3.3 INCLUSIONS AND EXCLUSIONS

1.3.4 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES, 2020–2022

1.5 STAKEHOLDERS

1.6 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Primary interviews with experts

2.1.2.2 Breakdown of primary profiles

FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

2.1.2.3 Primary sources

2.1.2.4 Key insights from industry experts

2.2 MARKET SIZE ESTIMATION

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1 (SUPPLY SIDE): REVENUE OF OFFERINGS IN AR VR SOFTWARE MARKET

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 2 (DEMAND SIDE): AR VR SOFTWARE MARKET

2.2.1 BOTTOM-UP APPROACH

FIGURE 6 BOTTOM-UP APPROACH

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY USING BOTTOM-UP APPROACH

- 2.2.2 TOP-DOWN APPROACH
- FIGURE 8 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- FIGURE 9 DATA TRIANGULATION
- 2.4 RISK ASSESSMENT
- TABLE 2 RISK ANALYSIS
- 2.5 RESEARCH ASSUMPTIONS
- TABLE 3 RESEARCH ASSUMPTIONS
- 2.6 RESEARCH LIMITATIONS
- 2.7 IMPLICATION OF RECESSION ON AR VR SOFTWARE MARKET

3 EXECUTIVE SUMMARY

- FIGURE 10 AR VR SOFTWARE MARKET TO WITNESS SIGNIFICANT GROWTH DURING FORECAST PERIOD
- FIGURE 11 AR VR SOFTWARE MARKET: REGIONAL SNAPSHOT

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN AR VR SOFTWARE MARKET
- FIGURE 12 GOVERNMENT INITIATIVES AND STRONG REGULATORY FRAMEWORK TO DRIVE MARKET
- 4.2 AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE
- FIGURE 13 AR SOFTWARE SEGMENT TO REGISTER HIGHER GROWTH RATE DURING FORECAST PERIOD
- 4.3 AR VR SOFTWARE MARKET, BY SOFTWARE TYPE
- FIGURE 14 SOFTWARE DEVELOPMENT KIT SEGMENT ESTIMATED TO LEAD MARKET IN 2023
- 4.4 AR VR SOFTWARE MARKET, BY VERTICAL
- FIGURE 15 MEDIA & ENTERTAINMENT SEGMENT TO LEAD MARKET DURING FORECAST PERIOD
- 4.5 NORTH AMERICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE AND TOP THREE VERTICALS
- FIGURE 16 AR SOFTWARE AND MEDIA & ENTERTAINMENT SEGMENTS ESTIMATED TO HOLD LARGEST MARKET SHARES IN 2023

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 17 AR VR SOFTWARE MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

- 5.2.1.1 Growing popularity of gaming
- 5.2.1.2 Diverse use cases of AR/VR across multiple industries
- 5.2.1.3 Advancements in real-time rendering engines

5.2.2 RESTRAINTS

- 5.2.2.1 Diversity of AR/VR platforms and complex development landscape
- 5.2.2.2 High initial costs and limited hardware options

5.2.3 OPPORTUNITIES

- 5.2.3.1 Increase in remote working and collaboration through AR/VR software
- 5.2.3.2 Increasing role of AR/VR software in healthcare transformation

5.2.4 CHALLENGES

- 5.2.4.1 Requirement for optimized performance in AR/VR
- 5.2.4.2 Limited availability of content for AR/VR

5.3 INDUSTRY TRENDS

5.3.1 BRIEF HISTORY OF AR/VR SOFTWARE

FIGURE 18 BRIEF HISTORY OF AR/VR SOFTWARE

- 5.3.1.1 1950–1970
- 5.3.1.2 1970–2000
- 5.3.1.3 2000–2010
- 5.3.1.4 2011–2023

5.3.2 CASE STUDY ANALYSIS

5.3.2.1 Case study 1: Magna supercharges its quality control and training processes with AR

5.3.2.2 Case study 2: STERIS helps customers reduce critical mistakes with AR

5.3.2.3 Case study 3: Revolutionizing technical training in VR

5.3.2.4 Case study 4: Streamlining enterprise VR training development

5.3.3 ECOSYSTEM ANALYSIS

FIGURE 19 AR VR SOFTWARE MARKET ECOSYSTEM MAPPING

TABLE 4 AR VR SOFTWARE MARKET: ECOSYSTEM

5.3.3.1 AR software providers

5.3.3.2 VR software providers

5.3.4 VALUE CHAIN ANALYSIS

FIGURE 20 AR VR SOFTWARE MARKET: VALUE CHAIN ANALYSIS

5.3.5 REGULATORY LANDSCAPE

5.3.5.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 5 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 6 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 7 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 REST OF THE WORLD: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.3.5.2 North America

5.3.5.2.1 US

5.3.5.2.2 Canada

5.3.5.3 Europe

5.3.5.3.1 UK

5.3.5.3.2 Germany

5.3.5.4 Asia Pacific

5.3.5.4.1 China

5.3.5.4.2 India

5.3.5.4.3 Japan

5.3.5.5 Middle East & Africa

5.3.5.5.1 UAE

5.3.5.5.2 South Africa

5.3.5.6 Latin America

5.3.5.6.1 Brazil

5.3.6 PRICING ANALYSIS

5.3.6.1 Average selling price trend of key players, by VR software

TABLE 9 AVERAGE SELLING PRICE OF KEY PLAYERS, BY VR SOFTWARE (USD)

5.3.6.2 Indicative pricing analysis of key players, by AR software

TABLE 10 INDICATIVE PRICING ANALYSIS, BY AR SOFTWARE (USD)

5.3.7 TECHNOLOGY ANALYSIS

5.3.7.1 Key technologies

5.3.7.1.1 3D modeling and rendering

5.3.7.1.2 Simulations and physics engine

5.3.7.1.3 Augmented reality cloud

5.3.7.2 Complementary technologies

5.3.7.2.1 Artificial intelligence & machine learning (AI & ML)

5.3.7.2.2 5G connectivity

5.3.7.2.3 Haptics

5.3.7.2.4 Spatial computing

5.3.7.3 Adjacent technologies

5.3.7.3.1 Blockchain

5.3.7.3.2 Wearable technology

5.3.7.3.3 IoT

5.3.8 PATENT ANALYSIS

5.3.8.1 Methodology

5.3.8.2 Types of patents

TABLE 11 PATENTS FILED, 2021–2023

5.3.8.3 Innovations and patent applications

FIGURE 21 NUMBER OF PATENTS GRANTED ANNUALLY, 2021–2023

5.3.8.3.1 Top applicants

FIGURE 22 TOP 10 PATENT APPLICANTS WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2021–2023

TABLE 12 PATENTS GRANTED IN AR VR SOFTWARE MARKET, 2021–2023

5.3.9 KEY STAKEHOLDERS AND BUYING CRITERIA

5.3.9.1 Key stakeholders in buying process

FIGURE 23 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP 3 VERTICALS

TABLE 13 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP 3 VERTICALS (%)

5.3.9.2 Buying criteria

FIGURE 24 KEY BUYING CRITERIA FOR TOP 3 VERTICALS

TABLE 14 KEY BUYING CRITERIA FOR TOP 3 VERTICALS

5.3.10 KEY CONFERENCES AND EVENTS, 2023–2024

TABLE 15 DETAILED LIST OF CONFERENCES AND EVENTS, 2023–2024

5.3.11 PORTER'S FIVE FORCES ANALYSIS

TABLE 16 AR VR SOFTWARE MARKET: PORTER'S FIVE FORCES ANALYSIS

5.3.11.1 Threat of new entrants

5.3.11.2 Threat of substitutes

5.3.11.3 Bargaining power of buyers

5.3.11.4 Bargaining power of suppliers

5.3.11.5 Intensity of competitive rivalry

5.3.12 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 25 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS

5.3.13 BEST PRACTICES OF AR VR SOFTWARE MARKET

5.3.13.1 User-centered design

5.3.13.2 Cross-platform compatibility

5.3.13.3 Interactivity and immersion

5.3.13.4 Accessibility

5.3.13.5 Content creation

5.3.14 CURRENT AND EMERGING BUSINESS MODELS

- 5.3.14.1 Subscription services model
- 5.3.14.2 Freemium
- 5.3.14.3 Pay-per-use or pay-per-session
- 5.3.14.4 Enterprise licensing
- 5.3.14.5 Content marketplace

5.3.15 AR VR SOFTWARE TOOLS, FRAMEWORKS, AND TECHNIQUES

- 5.3.15.1 AR VR software tools
 - 5.3.15.1.1 Content creation tools
 - 5.3.15.1.2 Development platforms
 - 5.3.15.1.3 Visualization and simulation software
- 5.3.15.2 AR VR software frameworks
 - 5.3.15.2.1 OpenXR
 - 5.3.15.2.2 WebXR
- 5.3.15.3 AR VR software techniques
 - 5.3.15.3.1 3D modeling and texturing
 - 5.3.15.3.2 User interface design
 - 5.3.15.3.3 Simultaneous localization and mapping
 - 5.3.15.3.4 Rendering
 - 5.3.15.3.5 Tracking
 - 5.3.15.3.6 Computer vision

5.3.16 FUTURE LANDSCAPE OF AR VR SOFTWARE MARKET

- 5.3.16.1 AR VR software technology roadmap till 2030
 - 5.3.16.1.1 Short-term roadmap (2023–2025)
 - 5.3.16.1.2 Mid-term roadmap (2026–2028)
 - 5.3.16.1.3 Long-term roadmap (2029–2030)

6 AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE

6.1 INTRODUCTION

FIGURE 26 AR VR SOFTWARE SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

6.1.1 TECHNOLOGY TYPE: AR VR SOFTWARE MARKET DRIVERS

TABLE 17 AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 18 AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

6.2 AR SOFTWARE

6.2.1 ENHANCES REAL-WORLD EXPERIENCES BY ADDING LAYERS OF

IMMERSION AND INTERACTION USING AR

TABLE 19 AR SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022
(USD MILLION)

TABLE 20 AR SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028
(USD MILLION)

6.2.2 MARKER-BASED AR TECHNOLOGY

6.2.3 MARKERLESS AR TECHNOLOGY

6.3 VR SOFTWARE

6.3.1 CRAFTS HYPER-REALISTIC WORLDS FOR UNPARALLELED IMMERSIVE
EXPLORATION AND INNOVATION

TABLE 21 VR SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022
(USD MILLION)

TABLE 22 VR SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028
(USD MILLION)

7 AR VR SOFTWARE MARKET, BY SOFTWARE TYPE

7.1 INTRODUCTION

FIGURE 27 TRAINING SIMULATION SOFTWARE SEGMENT TO REGISTER
HIGHEST CAGR DURING FORECAST PERIOD

7.1.1 SOFTWARE TYPE: AR VR SOFTWARE MARKET DRIVERS

TABLE 23 AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD
MILLION)

TABLE 24 AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD
MILLION)

7.2 SOFTWARE DEVELOPMENT KIT (SDK)

7.2.1 TOOLS AND KITS TO ENGINEER MORE AR/VR EXPERIENCES AND
APPLICATIONS

TABLE 25 SOFTWARE DEVELOPMENT KIT: AR VR SOFTWARE MARKET, BY
REGION, 2017–2022 (USD MILLION)

TABLE 26 SOFTWARE DEVELOPMENT KIT: AR VR SOFTWARE MARKET, BY
REGION, 2023–2028 (USD MILLION)

7.3 GAME ENGINE

7.3.1 BUILDS VIRTUAL WORLDS AND IMMERSIVE GAMING ADVENTURES

TABLE 27 GAME ENGINE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022
(USD MILLION)

TABLE 28 GAME ENGINE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028
(USD MILLION)

7.4 MODELING & VISUALIZATION SOFTWARE

7.4.1 HELPS DESIGN INTERACTIVE VISUAL EXPERIENCES WITH EXTREME PRECISION AND DETAIL

TABLE 29 MODELING & VISUALIZATION SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 30 MODELING & VISUALIZATION SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.5 CONTENT MANAGEMENT SYSTEM

7.5.1 MANAGES AR AND VR MULTIMEDIA CONTENT ACROSS MULTIPLE PLATFORMS

TABLE 31 CONTENT MANAGEMENT SYSTEM: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 32 CONTENT MANAGEMENT SYSTEM: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.6 TRAINING SIMULATION SOFTWARE

7.6.1 SIMULATES REALISTIC TRAINING MODULES TO SAVE TIME AND COST

TABLE 33 TRAINING SIMULATION SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 34 TRAINING SIMULATION SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.7 OTHER SOFTWARE

TABLE 35 OTHER SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 36 OTHER SOFTWARE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

8 AR VR SOFTWARE MARKET, BY VERTICAL

8.1 INTRODUCTION

FIGURE 28 TRAVEL & HOSPITALITY SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

8.1.1 VERTICAL: AR VR SOFTWARE MARKET DRIVERS

TABLE 37 AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 38 AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.2 MEDIA & ENTERTAINMENT

8.2.1 INCREASING POPULARITY OF AR/VR-BASED GAMING TO DRIVE MARKET

8.2.2 USE CASES

8.2.2.1 Immersive gaming experiences

8.2.2.2 Enhanced sports viewing

TABLE 39 MEDIA & ENTERTAINMENT: AR VR SOFTWARE MARKET, BY REGION,

2017–2022 (USD MILLION)

TABLE 40 MEDIA & ENTERTAINMENT: AR VR SOFTWARE MARKET, BY REGION,
2023–2028 (USD MILLION)

8.3 RETAIL & ECOMMERCE

8.3.1 RESHAPING VIRTUAL SHOPPING EXPERIENCES WITH AR AND VR

8.3.2 USE CASE

8.3.2.1 Virtual try-on

8.3.2.2 Furniture and decor visualization

TABLE 41 RETAIL & ECOMMERCE: AR VR SOFTWARE MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 42 RETAIL & ECOMMERCE: AR VR SOFTWARE MARKET, BY REGION,
2023–2028 (USD MILLION)

8.4 TRAINING & EDUCATION

8.4.1 ELEVATING EDUCATION THROUGH IMMERSIVE TRAINING EXPERIENCES

8.4.2 USE CASES

8.4.2.1 Employee training

8.4.2.2 Historical reconstruction

TABLE 43 TRAINING & EDUCATION: AR VR SOFTWARE MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 44 TRAINING & EDUCATION: AR VR SOFTWARE MARKET, BY REGION,
2023–2028 (USD MILLION)

8.5 TRAVEL & HOSPITALITY

8.5.1 AR AND VR TECHNOLOGIES HELP TRAVELERS RESEARCH, PLAN, AND
EXPERIENCE JOURNEYS

8.5.2 USE CASE

8.5.2.1 Virtual destination tours

8.5.2.2 Language translation and navigation

TABLE 45 TRAVEL & HOSPITALITY: AR VR SOFTWARE MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 46 TRAVEL & HOSPITALITY: AR VR SOFTWARE MARKET, BY REGION,
2023–2028 (USD MILLION)

8.6 REAL ESTATE

8.6.1 AR-BASED INSIGHTS AND PROPERTY TOURS

8.6.2 USE CASE

8.6.2.1 Interactive 3D floor plans

8.6.2.2 Architectural visualization

TABLE 47 REAL ESTATE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022
(USD MILLION)

TABLE 48 REAL ESTATE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028

(USD MILLION)

8.7 MANUFACTURING

8.7.1 AR AND VR ASSIST IN MANUFACTURING TO MAINTAIN RISK-FREE ENVIRONMENTS

8.7.2 USE CASE

8.7.2.1 Design and prototyping

8.7.2.2 Quality control

TABLE 49 MANUFACTURING: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 50 MANUFACTURING: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.8 HEALTHCARE

8.8.1 AR AND VR TECHNOLOGIES ENHANCE PATIENT CARE, MEDICAL TRAINING, AND THERAPEUTIC INTERVENTIONS

8.8.2 USE CASE

8.8.2.1 Phobia and PTSD treatment

8.8.2.2 Surgical planning

TABLE 51 HEALTHCARE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 52 HEALTHCARE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.9 AEROSPACE & DEFENSE

8.9.1 IMPROVING SITUATIONAL AWARENESS AND PLANNING EFFECTIVE RESPONSE WITH AR AND VR-BASED SIMULATION

8.9.2 USE CASE

8.9.2.1 Flight simulation and training

8.9.2.2 Military training simulation

TABLE 53 AEROSPACE & DEFENSE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 54 AEROSPACE & DEFENSE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.10 AUTOMOTIVE

8.10.1 AR AND VR TECHNOLOGIES ENHANCE PROTOTYPING PROCESSES BY BUILDING MORE INTERACTIVE 3D MODELS

8.10.2 USE CASE

8.10.2.1 Vehicle customization

8.10.2.2 Autonomous vehicle development

TABLE 55 AUTOMOTIVE: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 56 AUTOMOTIVE: AR VR SOFTWARE MARKET, BY REGION, 2023–2028
(USD MILLION)

8.11 OTHER VERTICALS

8.11.1 USE CASE

8.11.1.1 Remote technical support

8.11.1.2 Inventory management

8.11.1.3 Infrastructure design

TABLE 57 OTHER VERTICALS: AR VR SOFTWARE MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 58 OTHER VERTICALS: AR VR SOFTWARE MARKET, BY REGION,
2023–2028 (USD MILLION)

9 AR VR SOFTWARE MARKET, BY REGION

9.1 INTRODUCTION

TABLE 59 AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 60 AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

9.2 NORTH AMERICA

9.2.1 NORTH AMERICA: AR VR SOFTWARE MARKET DRIVERS

9.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 29 NORTH AMERICA: AR VR SOFTWARE MARKET SNAPSHOT

TABLE 61 NORTH AMERICA: AR VR SOFTWARE MARKET, BY COUNTRY,
2017–2022 (USD MILLION)

TABLE 62 NORTH AMERICA: AR VR SOFTWARE MARKET, BY COUNTRY,
2023–2028 (USD MILLION)

TABLE 63 NORTH AMERICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY
TYPE, 2017–2022 (USD MILLION)

TABLE 64 NORTH AMERICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY
TYPE, 2023–2028 (USD MILLION)

TABLE 65 NORTH AMERICA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE,
2017–2022 (USD MILLION)

TABLE 66 NORTH AMERICA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE,
2023–2028 (USD MILLION)

TABLE 67 NORTH AMERICA: AR VR SOFTWARE MARKET, BY VERTICAL,
2017–2022 (USD MILLION)

TABLE 68 NORTH AMERICA: AR VR SOFTWARE MARKET, BY VERTICAL,
2023–2028 (USD MILLION)

9.2.3 US

9.2.3.1 Extensive research in AR and VR to drive market

TABLE 69 US: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 70 US: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 71 US: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 72 US: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 73 US: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 74 US: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.2.4 CANADA

9.2.4.1 Rising implementation of AR/VR software by enterprises to drive market

TABLE 75 CANADA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 76 CANADA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 77 CANADA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 78 CANADA AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 79 CANADA: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 80 CANADA: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3 EUROPE

9.3.1 EUROPE: AR VR SOFTWARE MARKET DRIVERS

9.3.2 EUROPE: RECESSION IMPACT

TABLE 81 EUROPE: AR VR SOFTWARE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 82 EUROPE: AR VR SOFTWARE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 83 EUROPE: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 84 EUROPE: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 85 EUROPE: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 86 EUROPE: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 87 EUROPE: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 88 EUROPE: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3.3 UK

9.3.3.1 Funding initiatives, grants, and tax incentives for tech companies to drive market

TABLE 89 UK: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 90 UK: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 91 UK: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 92 UK: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 93 UK: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 94 UK: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3.4 GERMANY

9.3.4.1 Focus on integrating AR and VR within industries and film making to drive market

9.3.5 FRANCE

9.3.5.1 Favorable government policies and rising adoption of immersive technologies in automobile and fashion industries to drive market

9.3.6 ITALY

9.3.6.1 Increasing demand for AR/VR-based tourism to drive market

9.3.7 SPAIN

9.3.7.1 Increasing use of AR/VR in building interactive and engaging infrastructure to drive market

9.3.8 NORDICS

9.3.8.1 Tech-savvy population and robust investment in technology companies to drive market

9.3.9 REST OF EUROPE

9.4 ASIA PACIFIC

9.4.1 ASIA PACIFIC: AR VR SOFTWARE MARKET DRIVERS

9.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 30 ASIA PACIFIC: AR VR SOFTWARE MARKET SNAPSHOT**TABLE 95 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)****TABLE 96 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)****TABLE 97 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)****TABLE 98 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)****TABLE 99 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)****TABLE 100 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)****TABLE 101 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)****TABLE 102 ASIA PACIFIC: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****9.4.3 CHINA****9.4.3.1 Robust tech ecosystem to drive market****TABLE 103 CHINA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)****TABLE 104 CHINA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)****TABLE 105 CHINA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)****TABLE 106 CHINA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)****TABLE 107 CHINA: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)****TABLE 108 CHINA: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)****9.4.4 INDIA****9.4.4.1 Investments, partnerships, and government support to drive market****9.4.5 JAPAN****9.4.5.1 Introduction of AR and VR-friendly policies and regulations to drive market****9.4.6 AUSTRALIA & NEW ZEALAND****9.4.6.1 Increasing application of AR and VR in defense and farming to drive market****9.4.7 SOUTH KOREA****9.4.7.1 Thriving gaming ecosystem to drive market**

9.4.8 SOUTHEAST ASIA

9.4.8.1 Increasing adoption of AR and VR in tourism to drive market

9.4.9 REST OF ASIA PACIFIC

9.5 MIDDLE EAST & AFRICA

9.5.1 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET DRIVERS

9.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 109 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 110 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 111 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 112 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 113 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 114 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 115 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 116 MIDDLE EAST & AFRICA: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.5.3 MIDDLE EAST

9.5.3.1 Growing adoption of AR VR technologies to enhance healthcare and tourism to drive market

TABLE 117 MIDDLE EAST: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 118 MIDDLE EAST: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 119 MIDDLE EAST: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 120 MIDDLE EAST: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 121 MIDDLE EAST: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 122 MIDDLE EAST: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.5.4 AFRICA

9.5.4.1 Strong initiatives from governments and companies to drive market

9.6 LATIN AMERICA

9.6.1 LATIN AMERICA: AR VR SOFTWARE MARKET DRIVERS

9.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 123 LATIN AMERICA: AR VR SOFTWARE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 124 LATIN AMERICA: AR VR SOFTWARE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 125 LATIN AMERICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 126 LATIN AMERICA: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 127 LATIN AMERICA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 128 LATIN AMERICA: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 129 LATIN AMERICA: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 130 LATIN AMERICA: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.6.3 BRAZIL

9.6.3.1 Increasing adoption of AR/VR in education and healthcare to drive market

TABLE 131 BRAZIL: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2017–2022 (USD MILLION)

TABLE 132 BRAZIL: AR VR SOFTWARE MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

TABLE 133 BRAZIL: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2017–2022 (USD MILLION)

TABLE 134 BRAZIL: AR VR SOFTWARE MARKET, BY SOFTWARE TYPE, 2023–2028 (USD MILLION)

TABLE 135 BRAZIL: AR VR SOFTWARE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 136 BRAZIL: AR VR SOFTWARE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.6.4 MEXICO

9.6.4.1 Government initiatives and adoption of AR/VR across diverse sectors to drive market

9.6.5 REST OF LATIN AMERICA

10 COMPETITIVE LANDSCAPE

10.1 INTRODUCTION

10.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 137 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

10.3 HISTORICAL REVENUE ANALYSIS

FIGURE 31 HISTORICAL REVENUE ANALYSIS OF KEY PLAYERS, 2020–2022 (USD MILLION)

10.4 MARKET SHARE ANALYSIS OF KEY PLAYERS

TABLE 138 AR VR SOFTWARE MARKET: DEGREE OF COMPETITION

10.5 COMPANY EVALUATION MATRIX

10.5.1 STARS

10.5.2 EMERGING LEADERS

10.5.3 PERVASIVE PLAYERS

10.5.4 PARTICIPANTS

FIGURE 32 AR VR SOFTWARE MARKET: COMPANY EVALUATION MATRIX, 2023

10.5.5 COMPANY FOOTPRINT

TABLE 139 COMPANY FOOTPRINT

TABLE 140 TECHNOLOGY FOOTPRINT

TABLE 141 SOFTWARE FOOTPRINT

TABLE 142 REGIONAL FOOTPRINT

10.6 STARTUP/SME EVALUATION MATRIX

10.6.1 PROGRESSIVE COMPANIES

10.6.2 RESPONSIVE COMPANIES

10.6.3 DYNAMIC COMPANIES

10.6.4 STARTING BLOCKS

FIGURE 33 AR VR SOFTWARE MARKET: STARTUP/SME EVALUATION MATRIX, 2023

10.6.5 COMPETITIVE BENCHMARKING

TABLE 143 DETAILED LIST OF STARTUPS/SMES

TABLE 144 COMPETITIVE BENCHMARKING OF STARTUPS/SMES

TABLE 145 COMPETITIVE BENCHMARKING OF KEY PLAYERS

10.7 COMPETITIVE SCENARIO AND TRENDS

10.7.1 PRODUCT LAUNCHES

TABLE 146 AR VR SOFTWARE MARKET: PRODUCT LAUNCHES, JANUARY 2021–SEPTEMBER 2023

10.7.2 DEALS

TABLE 147 AR VR SOFTWARE MARKET: DEALS, JANUARY 2021–SEPTEMBER 2023

10.7.3 OTHERS

TABLE 148 AR VR SOFTWARE MARKET: OTHERS**10.8 AR VR PRODUCT BENCHMARKING****10.8.1 PROMINENT AR SOFTWARE SOLUTIONS****TABLE 149 COMPARATIVE ANALYSIS OF PROMINENT AR SOFTWARE****10.8.1.1 Unity AR Engine****10.8.1.2 Microsoft Mesh****10.8.1.3 ARCore****10.8.1.4 Frontline AR****10.8.1.5 Zoho Corporation Lens****10.8.2 PROMINENT VR SOFTWARE SOLUTIONS****TABLE 150 COMPARATIVE ANALYSIS OF PROMINENT VR SOFTWARE****10.8.2.1 Unity VR tools****10.8.2.2 Oculus Platform SDK****10.8.2.3 NVIDIA Corporation Omniverse****10.8.2.4 myVR Software****10.8.2.5 Wevr Virtual Studio****10.9 VALUATION AND FINANCIAL METRICS OF KEY AR VR SOFTWARE****VENDORS****FIGURE 34 VALUATION AND FINANCIAL METRICS OF KEY AR VR SOFTWARE****VENDORS****11 COMPANY PROFILES****11.1 KEY PLAYERS**

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

11.1.1 META**TABLE 151 META: COMPANY OVERVIEW****FIGURE 35 META: COMPANY SNAPSHOT****TABLE 152 META: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 153 META: DEALS****11.1.2 MICROSOFT****TABLE 154 MICROSOFT: COMPANY OVERVIEW****FIGURE 36 MICROSOFT: COMPANY SNAPSHOT****TABLE 155 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED****TABLE 156 MICROSOFT: DEALS****11.1.3 GOOGLE****TABLE 157 GOOGLE: COMPANY OVERVIEW****FIGURE 37 GOOGLE: COMPANY SNAPSHOT**

TABLE 158 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 159 GOOGLE: PRODUCT LAUNCHES

TABLE 160 GOOGLE: DEALS

11.1.4 UNITY TECHNOLOGIES

TABLE 161 UNITY TECHNOLOGIES: COMPANY OVERVIEW

FIGURE 38 UNITY TECHNOLOGIES: COMPANY SNAPSHOT

TABLE 162 UNITY TECHNOLOGIES: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 163 UNITY TECHNOLOGIES: DEALS

11.1.5 QUALCOMM

TABLE 164 QUALCOMM: COMPANY OVERVIEW

FIGURE 39 QUALCOMM: COMPANY SNAPSHOT

TABLE 165 QUALCOMM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 166 QUALCOMM: DEALS

TABLE 167 QUALCOMM: OTHERS

11.1.6 ADOBE

TABLE 168 ADOBE: COMPANY OVERVIEW

FIGURE 40 ADOBE: COMPANY SNAPSHOT

TABLE 169 ADOBE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 170 ADOBE: DEALS

11.1.7 AUTODESK

TABLE 171 AUTODESK: COMPANY OVERVIEW

FIGURE 41 AUTODESK: COMPANY SNAPSHOT

TABLE 172 AUTODESK: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 173 AUTODESK: DEALS

11.1.8 PTC

TABLE 174 PTC: COMPANY OVERVIEW

FIGURE 42 PTC: COMPANY SNAPSHOT

TABLE 175 PTC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 176 PTC: PRODUCT LAUNCHES

TABLE 177 PTC: DEALS

11.1.9 TEAMVIEWER

TABLE 178 TEAMVIEWER: COMPANY OVERVIEW

FIGURE 43 TEAMVIEWER: COMPANY SNAPSHOT

TABLE 179 TEAMVIEWER: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 180 TEAMVIEWER: PRODUCT LAUNCHES

TABLE 181 TEAMVIEWER: DEALS

11.1.10 NVIDIA CORPORATION

TABLE 182 NVIDIA CORPORATION: COMPANY OVERVIEW

FIGURE 44 NVIDIA CORPORATION: COMPANY SNAPSHOT
TABLE 183 NVIDIA CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 184 NVIDIA CORPORATION: PRODUCT LAUNCHES
TABLE 185 NVIDIA CORPORATION: DEALS
 11.1.11 ADVANCED MICRO DEVICES
TABLE 186 ADVANCED MICRO DEVICES: COMPANY OVERVIEW
FIGURE 45 ADVANCED MICRO DEVICES: COMPANY SNAPSHOT
TABLE 187 ADVANCED MICRO DEVICES: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 188 ADVANCED MICRO DEVICES: DEALS
 11.1.12 ZOHOO CORPORATION
 11.1.13 VMWARE
 11.1.14 HEXAGON AB
 11.1.15 MAGIC LEAP
11.2 OTHER PLAYERS
 11.2.1 TAQTILE
TABLE 189 TAQTILE: COMPANY OVERVIEW
TABLE 190 TAQTILE: PRODUCTS/SOLUTIONS/SERVICES OFFERED
TABLE 191 TAQTILE: PRODUCT LAUNCHES
TABLE 192 TAQTILE: DEALS
 11.2.2 BLIPPAR
 11.2.3 AUGMENT
 11.2.4 SHAPESXR
 11.2.5 ARUVR
 11.2.6 SCOPE AR
 11.2.7 VECTARY
 11.2.8 EON REALITY
 11.2.9 WEVR
 11.2.10 TALESPIN REALITY LABS
 11.2.11 SQUINT
 11.2.12 NIANTIC
 11.2.13 MARXENT LABS
 11.2.14 INGLOBE TECHNOLOGIES
 11.2.15 ULTRALEAP
 11.2.16 AMELIA VIRTUAL CARE

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

12 ADJACENT/RELATED MARKETS

12.1 INTRODUCTION

12.2 EXTENDED REALITY MARKET

12.2.1 MARKET DEFINITION

12.2.2 MARKET OVERVIEW

12.2.3 EXTENDED REALITY MARKET, BY TECHNOLOGY

TABLE 193 EXTENDED REALITY MARKET, BY TECHNOLOGY, 2019–2022 (USD MILLION)

TABLE 194 EXTENDED REALITY MARKET, BY TECHNOLOGY, 2023–2028 (USD MILLION)

12.2.4 EXTENDED REALITY MARKET, BY VR TECHNOLOGY

TABLE 195 VR TECHNOLOGY: EXTENDED REALITY MARKET, BY TECHNOLOGY TYPE, 2019–2022 (USD MILLION)

TABLE 196 VR TECHNOLOGY: EXTENDED REALITY MARKET, BY TECHNOLOGY TYPE, 2023–2028 (USD MILLION)

12.2.5 EXTENDED REALITY MARKET, BY OFFERING

TABLE 197 EXTENDED REALITY MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 198 EXTENDED REALITY MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 199 HARDWARE: EXTENDED REALITY MARKET, BY COMPONENT, 2019–2022 (USD MILLION)

TABLE 200 HARDWARE: EXTENDED REALITY MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 201 AR SOFTWARE: EXTENDED REALITY MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 202 AR SOFTWARE: EXTENDED REALITY MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 203 VR SOFTWARE: EXTENDED REALITY MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 204 VR SOFTWARE: EXTENDED REALITY MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

TABLE 205 MR SOFTWARE: EXTENDED REALITY MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 206 MR SOFTWARE: EXTENDED REALITY MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

12.2.6 EXTENDED REALITY MARKET, DEVICE TYPE

TABLE 207 EXTENDED REALITY MARKET, BY DEVICE TYPE, 2019–2022 (USD

MILLION)

TABLE 208 EXTENDED REALITY MARKET, BY DEVICE TYPE, 2023–2028 (USD MILLION)

12.2.7 EXTENDED REALITY MARKET, BY REGION

TABLE 209 EXTENDED REALITY MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 210 EXTENDED REALITY MARKET, BY REGION, 2023–2028 (USD MILLION)

12.3 IMMERSIVE ANALYTICS MARKET

12.3.1 MARKET DEFINITION

12.3.2 MARKET OVERVIEW

12.3.3 IMMERSIVE ANALYTICS MARKET, BY OFFERING

TABLE 211 IMMERSIVE ANALYTICS MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 212 IMMERSIVE ANALYTICS MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

TABLE 213 AR/VR/MR HEADSETS: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 214 DISPLAYS: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 215 SENSORS & CONTROLLERS: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 216 OTHER HARDWARE: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 217 IMMERSIVE ANALYTICS MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 218 PROFESSIONAL SERVICES: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 219 MANAGED SERVICES: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

12.3.4 IMMERSIVE ANALYTICS MARKET, BY END-USE INDUSTRY

TABLE 220 IMMERSIVE ANALYTICS MARKET, BY END-USE INDUSTRY, 2023–2028 (USD MILLION)

TABLE 221 MEDIA & ENTERTAINMENT: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 222 HEALTHCARE: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 223 AUTOMOTIVE & TRANSPORTATION: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 224 CONSTRUCTION: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 225 GOVERNMENT & DEFENSE: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 226 OTHER END-USE INDUSTRIES: IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

12.3.5 IMMERSIVE ANALYTICS MARKET, BY REGION

TABLE 227 IMMERSIVE ANALYTICS MARKET, BY REGION, 2023–2028 (USD MILLION)

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.3 CUSTOMIZATION OPTIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

I would like to order

Product name: AR VR Software Market by Technology Type (AR Software and VR Software), Software Type (Software Development Kit, Game Engine), Vertical (Media & Entertainment, Retail & eCommerce, Manufacturing, Healthcare) and Region - Global Forecast to 2028

Product link: <https://marketpublishers.com/r/AFA2583D1910EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AFA2583D1910EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970