

Augmented and Virtual Reality in Education Market by offering type (software, hardware, services), device type, deployment (on-premise, cloud), application, end user (academic institutions, corporates) and Region - Global Forecast to 2028

<https://marketpublishers.com/r/A97A12CF985CEN.html>

Date: July 2023

Pages: 231

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

ID: A97A12CF985CEN

Abstracts

The global AR and VR in education market was valued at USD 2.9 billion in 2022 and is projected to reach USD 14.2 billion by 2028; it is expected to register a CAGR of 29.6% during the forecast period. Transforming corporate training through immersive augmented & virtual reality technologies, advancing education through ongoing innovation & expansion in AR & VR technology, the emergence of advancing personalized learning experiences, and Real-World Application and Career Readiness are driving the growth of the AR and VR in education market. Whereas standardization and interoperability in AR & VR implementation and technical limitations in AR and VR for enhanced education experiences are restraining the growth of AR and VR in education market.

The software segment is expected to grow at the highest CAGR during the forecast period

The software segment is expected to grow at a highest CAGR during the forecast period. The AR and VR industry is constantly evolving, with new technologies being developed all the time. This is leading to new and innovative ways to use AR and VR, which is driving the demand for software. Also, the development and availability of more powerful and affordable hardware have propelled the growth of AR and VR software. Innovations in display technology, sensors, and computing power have made AR and VR experiences more immersive, realistic, and accessible.

Projectors & Displays segment to register growth at the highest CAGR during the forecast period

The projectors & displays segment is expected to grow at a highest CAGR during the forecast period. Projectors and display devices play a crucial role in delivering immersive and interactive AR and VR experiences, enhancing visual quality, field of view, and overall user experience.

The professional services segment is likely to grow at a higher CAGR during the forecast period

The professional services segment is expected to grow at a higher CAGR during the forecast period. Professional services in AR and VR encompass a range of specialized offerings including consulting, development, design, integration, implementation, training, and support. They provide the necessary expertise in areas such as software development, 3D modeling, user experience design, hardware selection, content creation, and system integration. Their expertise helps organizations navigate the complexities of AR and VR implementation, ensuring successful outcomes. These factors propel the growth of the segment.

The cloud segment is likely to grow at a higher CAGR during the forecast period

The cloud deployment segment is expected to grow at a higher CAGR during the forecast period. Cloud-based deployment offers educational institutions cost-effective, accessible, and manageable solutions for integrating AR and VR into their teaching and learning practices, supporting the growth and adoption of AR and VR in the education sector.

The AR HMD device segment is likely to grow at the highest CAGR during the forecast period

The Augmented Reality Head-Mounted Display (AR HMD) device segment is expected to grow at a highest CAGR during the forecast period. AR HMD devices in AR and VR for education is driven by factors such as enhanced immersion and interaction, real-world contextual learning, hands-on experiences, personalized and adaptive learning, collaboration and shared experiences, portability and flexibility, cost reduction and accessibility, evolving technology and innovation, industry collaboration, content development, and positive educational outcomes from research studies. The integration of AR HMD devices in educational settings empowers students with transformative

learning experiences, promoting active engagement and a deeper understanding of academic concepts.

Breakdown of primaries

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

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

By Designation— C-level Executives - 40%, Marketing Directors - 30%, Others - 30%

By Region—North America - 20%, Europe - 40%, Asia Pacific - 30%, RoW - 10%

The AR and VR in education market is dominated by a few globally established players such as Sony Group Corporation (Japan), HTC Corporation (Taiwan), Meta (US), Google (US), and Microsoft (US). The study includes an in-depth competitive analysis of these key players in the AR and VR in education market, with their company profiles, recent developments, and key market strategies.

Research Coverage:

The report segments the AR and VR in education market and forecasts its size by offering type, device type, deployment, application, end-user, and region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions—North America, Europe, Asia Pacific, and RoW. Supply chain analysis has been included in the report, along with the key players and their competitive analysis in the AR and VR in education ecosystem.

Key Benefits to Buy the Report:

Analysis of key drivers (Transforming corporate training through immersive augmented and virtual reality technologies, advancing education through ongoing innovation and expansion in AR & VR technology, the emergence of advancing personalized learning experience, and Real-World Application and Career Readiness). Restraint (standardization and interoperability in AR and

VR implementation and technical limitations in AR and VR for enhanced education experiences). Opportunity (Immersive Collaboration and Communication, enhancing engagement and interactivity in AR & VR education, transforming education through AI integration, augmented Collaboration in AR and VR Education, immersive data visualization and analytics). Challenges (Inadequate infrastructure and technical support, lack of standardized content and curriculum integration, high adoption cost of AR and VR, ethical and safety considerations)

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the AR and VR in education market.

Market Development: Comprehensive information about lucrative markets – the report analyses the AR and VR in education market across varied regions

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AR and VR in education market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Sony Group Corporation (Japan), HTC Corporation (Taiwan), Meta (US), Google (US), Microsoft (US), Panasonic Holdings Corporation (Japan), Vuzix (US), Cornerstone OnDemand, Inc. (US), Lenovo (Hong Kong), Anthology Inc. (US) among others in the AR and VR in education market.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.2.1 INCLUSIONS AND EXCLUSIONS

1.3 STUDY SCOPE

1.3.1 MARKETS COVERED

FIGURE 1 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET SEGMENTATION

1.3.2 REGIONAL SCOPE

1.3.3 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

1.5 UNITS CONSIDERED

1.6 STAKEHOLDERS

1.7 IMPACT OF RECESSION

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: RESEARCH DESIGN

2.1.1 SECONDARY AND PRIMARY RESEARCH

2.1.2 SECONDARY DATA

2.1.2.1 Key secondary sources

2.1.2.2 Key data from secondary sources

2.1.3 PRIMARY DATA

2.1.3.1 Major primary interview participants

2.1.3.2 Breakdown of primaries

FIGURE 3 BREAKDOWN OF PRIMARIES

2.1.3.3 Key data from primary sources

2.1.3.4 Key industry insights

2.2 FACTOR ANALYSIS

2.2.1 SUPPLY-SIDE ANALYSIS

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY-SIDE ANALYSIS)—REVENUE GENERATED BY COMPANIES FROM SALE OF PRODUCTS OFFERED IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (TOP-DOWN, SUPPLY-SIDE)—ILLUSTRATION OF REVENUE ESTIMATION FOR ONE COMPANY IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

2.3 MARKET SIZE ESTIMATION

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS

2.3.1 BOTTOM-UP APPROACH

2.3.1.1 Approach to obtain market share using bottom-up analysis (demand side)

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

2.3.2 TOP-DOWN APPROACH

2.3.2.1 Approach to obtain market share using top-down analysis (supply side)

FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

2.3.3 GROWTH PROJECTIONS AND FORECAST-RELATED ASSUMPTIONS

TABLE 1 MARKET GROWTH ASSUMPTIONS

2.4 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 9 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: DATA TRIANGULATION

2.5 RESEARCH ASSUMPTIONS

TABLE 2 KEY ASSUMPTIONS: MACRO- AND MICRO-ECONOMIC ENVIRONMENT

2.6 RESEARCH LIMITATIONS

2.7 RISK ASSESSMENT

TABLE 3 RISK ASSESSMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

2.7.1 IMPACT OF RECESSION ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

TABLE 4 RECESSION ANALYSIS

3 EXECUTIVE SUMMARY

FIGURE 10 E-LEARNING APPLICATION SEGMENT TO WITNESS HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 11 SOFTWARE OFFERING SEGMENT TO RECORD FASTEST GROWTH FROM 2023 TO 2028

FIGURE 12 AR HMDS DEVICE TYPE SEGMENT TO RECORD HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 13 NORTH AMERICA LED AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, IN TERMS OF VALUE, IN 2022

3.1 IMPACT OF RECESSION ON AUGMENTED AND VIRTUAL REALITY IN

EDUCATION MARKET

FIGURE 14 PRE- AND POST-RECESSION IMPACT ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2019–2028

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE GROWTH OPPORTUNITIES FOR PLAYERS IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

FIGURE 15 EMERGENCE OF ADVANCING PERSONALIZED LEARNING EXPERIENCES TO DRIVE AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

4.2 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER
FIGURE 16 CORPORATES END USER SEGMENT TO RECORD HIGHER CAGR DURING FORECAST PERIOD

4.3 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE OFFERING

FIGURE 17 CAMERAS SEGMENT TO WITNESS HIGHEST CAGR DURING FORECAST PERIOD

4.4 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY CORPORATE END USER

FIGURE 18 HEALTHCARE AND LIFESCIENCES SEGMENT TO EXHIBIT HIGHEST CAGR AMONG CORPORATE END USERS DURING FORECAST PERIOD

4.5 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY ACADEMIC INSTITUTION END USER

FIGURE 19 K-12 INSTITUTIONS END USER SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

4.6 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION

FIGURE 20 NORTH AMERICA TO HOLD LARGEST MARKET SHARE, IN TERMS OF VALUE, IN 2028

4.7 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY

FIGURE 21 INDIA TO RECORD HIGHEST CAGR GLOBALLY DURING FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 22 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Enhanced understanding of complex concepts through visualization

5.2.1.2 Transformation of corporate training through immersive AR and VR technologies

5.2.1.3 Advancements in education through ongoing innovation and expansion in AR and VR technology

5.2.1.4 Emergence of advanced personalized learning experiences

5.2.1.5 Real-world applications and career readiness

FIGURE 23 DRIVERS AND THEIR IMPACT ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

5.2.2 RESTRAINTS

5.2.2.1 Standardization and interoperability in AR and VR implementation

5.2.2.2 Technical limitations of AR and VR for enhanced educational experiences

FIGURE 24 RESTRAINTS AND THEIR IMPACT ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

5.2.3 OPPORTUNITIES

5.2.3.1 Immersive collaboration and communication among students

5.2.3.2 Enhancing engagement and interactivity in AR and VR education

5.2.3.3 Transforming education through AI integration

5.2.3.4 Augmented collaboration in AR and VR education

5.2.3.5 Immersive data visualization and analytics

FIGURE 25 OPPORTUNITIES AND THEIR IMPACT ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

5.2.4 CHALLENGES

5.2.4.1 Inadequate infrastructure and technical support

5.2.4.2 Lack of standardized content and curriculum integration

5.2.4.3 High adoption cost of AR and VR

5.2.4.4 Ethical and safety considerations

FIGURE 26 CHALLENGES AND THEIR IMPACT ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

5.3 VALUE CHAIN ANALYSIS

FIGURE 27 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: VALUE CHAIN ANALYSIS

5.3.1 RESEARCH AND DEVELOPMENT

5.3.2 SOLUTION PROVIDERS

5.3.3 SYSTEM INTEGRATORS

5.3.4 END USERS

5.3.5 MARKETING AND SALES

5.4 PORTER'S FIVE FORCES ANALYSIS

FIGURE 28 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET:
PORTER'S FIVE FORCES ANALYSIS

TABLE 5 PORTER'S FIVE FORCES ANALYSIS WITH THEIR IMPACT

5.4.1 INTENSITY OF COMPETITIVE RIVALRY

5.4.2 THREAT OF NEW ENTRANTS

5.4.3 THREAT OF SUBSTITUTES

5.4.4 BARGAINING POWER OF BUYERS

5.4.5 BARGAINING POWER OF SUPPLIERS

5.5 PRICING ANALYSIS

FIGURE 29 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY DEVICE
TYPE

TABLE 6 AVERAGE SELLING PRICE OF TOP THREE KEY PLAYERS (USD)

FIGURE 30 AVERAGE SELLING PRICE TREND FOR TOP FOUR DEVICE TYPES

5.6 KEY STAKEHOLDERS AND BUYING CRITERIA

5.6.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 31 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP
THREE END USERS

TABLE 7 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP
THREE END USERS (%)

5.6.2 KEY BUYING CRITERIA

TABLE 8 KEY BUYING CRITERIA FOR TOP THREE END USERS

5.7 PATENT ANALYSIS

FIGURE 32 NUMBER OF PATENTS GRANTED FOR AUGMENTED AND VIRTUAL
REALITY IN EDUCATION MARKET, 2013–2022

FIGURE 33 REGIONAL ANALYSIS OF PATENTS GRANTED FOR AUGMENTED AND
VIRTUAL REALITY IN EDUCATION MARKET, 2022

TABLE 9 LIST OF PATENTS PERTAINING TO AUGMENTED AND VIRTUAL
REALITY IN EDUCATION MARKET, 2021–2023

5.8 TECHNOLOGICAL ANALYSIS

5.8.1 BLOCKCHAIN AND METAVERSE

5.8.2 EXTENDED REALITY IN EDUCATION

5.8.3 INTEGRATION OF AI, MACHINE LEARNING, AR, AND VR TECHNOLOGIES

5.9 TRADE DATA ANALYSIS

5.9.1 EXPORT SCENARIO

TABLE 10 EXPORT SCENARIO FOR HS CODE: 8528-COMPLIANT PRODUCTS, BY
COUNTRY, 2018–2022 (USD THOUSAND)

5.9.2 IMPORT SCENARIO

TABLE 11 IMPORT SCENARIO FOR HS CODE: 8528-COMPLIANT PRODUCTS, BY
COUNTRY, 2018–2022 (USD THOUSAND)

5.10 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 34 REVENUE SHIFT AND NEW REVENUE POCKETS FOR PLAYERS IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

5.11 MARKET ECOSYSTEM

TABLE 12 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: ECOSYSTEM

FIGURE 35 KEY PLAYERS IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

5.12 CASE STUDIES

5.12.1 ITHACA COLLEGE PROVIDES IMMERSIVE TRAINING ON TEACHING, LEARNING, AND CREATING IN VR

TABLE 13 LENOVO'S VR CLASSROOM SOLUTION REVOLUTIONIZES HIGHER EDUCATION AT ITHACA COLLEGE

5.12.2 IFM IMPLEMENTS UHD VR STUDIO TO PRODUCE AND BROADCAST CONTENT

TABLE 14 IFM DEPLOYED PANASONIC'S PRO PTZ REMOTE CAMERAS ON VIRTUAL STUDIO SETS

5.13 KEY CONFERENCES AND EVENTS IN 2023–2024

TABLE 15 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: LIST OF CONFERENCES AND EVENTS

5.14 REGULATORY FRAMEWORK

5.14.1 STANDARDS AND REGULATIONS RELATED TO AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET

TABLE 16 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: REGULATORY FRAMEWORK

5.14.2 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 17 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 18 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 19 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 20 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

6 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING

6.1 INTRODUCTION

Augmented and Virtual Reality in Education Market by offering type (software, hardware, services), device type...

FIGURE 36 SOFTWARE OFFERING SEGMENT TO HOLD LARGEST MARKET SHARE IN 2028

TABLE 21 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 22 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

6.2 SOFTWARE

6.2.1 GROWING DEMAND FOR REMOTE ACCESSIBILITY TO DRIVE MARKET

TABLE 23 SOFTWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 24 SOFTWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

FIGURE 37 ACADEMIC INSTITUTIONS SEGMENT TO DOMINATE MARKET FOR SOFTWARE OFFERINGS IN 2028

TABLE 25 SOFTWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 26 SOFTWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

TABLE 27 SOFTWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT, 2019–2022 (USD MILLION)

TABLE 28 SOFTWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT, 2023–2028 (USD MILLION)

6.3 HARDWARE

TABLE 29 HARDWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2019–2022 (USD MILLION)

TABLE 30 HARDWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2023–2028 (USD MILLION)

6.3.1 SENSORS

6.3.1.1 Increasing deployment in various devices to detect motion, acceleration, magnetic field, and object presence to drive segment

6.3.2 CONTROLLERS

6.3.2.1 Use in handling complex calculations to support segment growth

6.3.3 CAMERAS

6.3.3.1 Utilization for depth and amplitude measurement of objects to fuel segment growth

6.3.4 PROJECTORS AND DISPLAYS

6.3.4.1 Use of small, high-resolution microdisplays for dynamic or static image display to propel segment

6.3.5 OTHERS

TABLE 31 HARDWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 32 HARDWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

FIGURE 38 ACADEMIC INSTITUTIONS END USER SEGMENT IN HARDWARE OFFERING TO LEAD MARKET IN 2028

TABLE 33 HARDWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 34 HARDWARE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

6.4 SERVICES

TABLE 35 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2019–2022 (USD MILLION)

TABLE 36 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2023–2028 (USD MILLION)

6.4.1 MANAGED SERVICES

6.4.1.1 Growing demand for managed services to reduce operating costs in educational institutes and corporates to drive market

6.4.2 PROFESSIONAL SERVICES

6.4.2.1 Need to integrate legacy infrastructure with modern technological solutions to boost market

TABLE 37 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 38 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

FIGURE 39 ACADEMIC INSTITUTIONS END USER SEGMENT TO CAPTURE LARGEST MARKET SHARE FOR SERVICE OFFERINGS IN 2028

TABLE 39 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 40 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

TABLE 41 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT, 2019–2022 (USD MILLION)

TABLE 42 SERVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT, 2023–2028 (USD MILLION)

7 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEVICE TYPE

7.1 INTRODUCTION

FIGURE 40 VR DEVICES SEGMENT TO LEAD MARKET IN 2028

TABLE 43 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEVICE TYPE, 2019–2022 (USD MILLION)

TABLE 44 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEVICE TYPE, 2023–2028 (USD MILLION)

TABLE 45 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEVICE TYPE, 2019–2022 (THOUSAND UNITS)

TABLE 46 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEVICE TYPE, 2023–2028 (THOUSAND UNITS)

7.2 AR HMDS

7.2.1 GROWING ADOPTION OF AR HMDS FOR HIGHLY IMMERSIVE LEARNING EXPERIENCE TO PROPEL MARKET

TABLE 47 AR HMDS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 48 AR HMDS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

FIGURE 41 NORTH AMERICA TO DOMINATE MARKET FOR AR HMDS IN 2028

TABLE 49 AR HMDS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 50 AR HMDS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 51 AR HMDS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2019–2022 (USD MILLION)

TABLE 52 AR HMDS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

7.3 VR DEVICES

TABLE 53 VR DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 54 VR DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

FIGURE 42 ASIA PACIFIC TO LEAD MARKET FOR VR DEVICES IN 2028

TABLE 55 VR DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 56 VR DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 57 VR DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2019–2022 (USD MILLION)

TABLE 58 VR DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION

MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

7.3.1 HMDS

7.3.1.1 Demand for HMDs in interactive learning environments to boost segment

7.3.2 GESTURE-TRACKING DEVICES

7.3.2.1 Utilization in medical training and simulation to drive segment

7.4 MOBILE COMPUTING DEVICES

7.4.1 INCREASING DEMAND FOR POWERFUL PROCESSORS TO HANDLE DEMANDING GRAPHICS REQUIREMENTS OF AR AND VR TO BOOST SEGMENT

TABLE 59 MOBILE COMPUTING DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 60 MOBILE COMPUTING DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

FIGURE 43 ASIA PACIFIC TO HOLD LARGEST MARKET SHARE FOR MOBILE COMPUTING DEVICES IN 2028

TABLE 61 MOBILE COMPUTING DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 62 MOBILE COMPUTING DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 63 MOBILE COMPUTING DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2019–2022 (USD MILLION)

TABLE 64 MOBILE COMPUTING DEVICES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

7.5 PROJECTORS & DISPLAY WALLS

7.5.1 RISING NEED FOR DYNAMIC AND IMMERSIVE LEARNING ENVIRONMENTS TO FUEL SEGMENT GROWTH

TABLE 65 PROJECTORS & DISPLAY WALLS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 66 PROJECTORS & DISPLAY WALLS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

FIGURE 44 ASIA PACIFIC TO LEAD MARKET FOR PROJECTORS & DISPLAY WALLS IN 2028

TABLE 67 PROJECTORS & DISPLAY WALLS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 68 PROJECTORS & DISPLAY WALLS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 69 PROJECTORS & DISPLAY WALLS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2019–2022 (USD MILLION)

TABLE 70 PROJECTORS & DISPLAY WALLS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

7.6 OTHERS

TABLE 71 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 72 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

FIGURE 45 NORTH AMERICA TO DOMINATE MARKET FOR OTHERS IN 2028

TABLE 73 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 74 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 75 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2019–2022 (USD MILLION)

TABLE 76 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY HARDWARE, 2023–2028 (USD MILLION)

8 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT

8.1 INTRODUCTION

FIGURE 46 CLOUD DEPLOYMENT SEGMENT TO LEAD MARKET IN 2028

TABLE 77 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT, 2019–2022 (USD MILLION)

TABLE 78 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY DEPLOYMENT, 2023–2028 (USD MILLION)

8.2 CLOUD

8.2.1 LOWER COST AND INCREASED SECURITY TO DRIVE SEGMENT

TABLE 79 CLOUD: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2019–2022 (USD MILLION)

TABLE 80 CLOUD: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2023–2028 (USD MILLION)

8.3 ON PREMISES

8.3.1 HIGHER DATA SECURITY WITH CENTRALIZED STORAGE

INFRASTRUCTURE TO SUPPORT MARKET

TABLE 81 ON PREMISES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2019–2022 (USD MILLION)

TABLE 82 ON PREMISES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2023–2028 (USD MILLION)

9 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY

Augmented and Virtual Reality in Education Market by offering type (software, hardware, services), device type...

APPLICATION

9.1 INTRODUCTION

FIGURE 47 E-LEARNING APPLICATION SEGMENT TO CAPTURE LARGEST MARKET SHARE IN 2028

TABLE 83 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 84 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

9.2 CLASSROOM LEARNING

9.2.1 GROWING TREND FOR SMART EDUCATION TO FUEL AR VR ADOPTION

TABLE 85 CLASSROOM LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 86 CLASSROOM LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 87 CLASSROOM LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 88 CLASSROOM LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

9.3 CORPORATE LEARNING MANAGEMENT

9.3.1 BOOST IN CORPORATE TRAINING ROI TO DRIVE DEPLOYMENT OF AR VR

TABLE 89 CORPORATE LEARNING MANAGEMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 90 CORPORATE LEARNING MANAGEMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 91 CORPORATE LEARNING MANAGEMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 92 CORPORATE LEARNING MANAGEMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

9.4 CERTIFICATIONS

9.4.1 RISING DEMAND FOR PERSONALIZED CERTIFICATIONS TO PROPEL MARKET

TABLE 93 CERTIFICATIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 94 CERTIFICATIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 95 CERTIFICATIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 96 CERTIFICATIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION

MARKET, BY REGION, 2023–2028 (USD MILLION)

9.5 E-LEARNING

9.5.1 NEED FOR ENHANCED LEARNING AND ENGAGEMENT TO PROPEL DEMAND FOR AR VR

TABLE 97 E-LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 98 E-LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 99 E-LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 100 E-LEARNING: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

9.6 VIRTUAL FIELD TRIPS

9.6.1 REQUIREMENT FOR MORE IMMERSIVE AND ENGAGING VIRTUAL FIELD TRIPS TO BOOST MARKET

TABLE 101 VIRTUAL FIELD TRIPS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 102 VIRTUAL FIELD TRIPS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 103 VIRTUAL FIELD TRIPS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 104 VIRTUAL FIELD TRIPS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

9.7 STUDENT RECRUITMENT

9.7.1 NEED TO MAKE CAMPUS TOURS COST-EFFECTIVE TO DRIVE ADOPTION OF AR AND VR

TABLE 105 STUDENT RECRUITMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 106 STUDENT RECRUITMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 107 STUDENT RECRUITMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 108 STUDENT RECRUITMENT: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

9.8 OTHERS

TABLE 109 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 110 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 111 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 112 OTHERS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

10 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER

10.1 INTRODUCTION

FIGURE 48 ACADEMIC INSTITUTIONS END USER SEGMENT TO LEAD MARKET IN 2028

TABLE 113 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2019–2022 (USD MILLION)

TABLE 114 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY END USER, 2023–2028 (USD MILLION)

10.2 ACADEMIC INSTITUTIONS

TABLE 115 ACADEMIC INSTITUTIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 116 ACADEMIC INSTITUTIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 117 ACADEMIC INSTITUTIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 118 ACADEMIC INSTITUTIONS: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY TYPE, 2023–2028 (USD MILLION)

10.2.1 K-12 INSTITUTIONS

10.2.1.1 Potential to improve quality of education, increase productivity, and lower costs to drive adoption of AR and VR in education

10.2.2 HIGHER EDUCATION ORGANIZATIONS

10.2.2.1 Positive impact on quality of education and intellectually stimulating learning experiences to propel market

10.3 CORPORATES

TABLE 119 CORPORATES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2019–2022 (USD MILLION)

TABLE 120 CORPORATES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 121 CORPORATES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY TYPE, 2019–2022 (USD MILLION)

TABLE 122 CORPORATES: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY TYPE, 2023–2028 (USD MILLION)

10.3.1 HEALTHCARE AND LIFE SCIENCES

10.3.1.1 Adoption of AR/VR technologies to enhance medical training and therapy procedures to boost market

10.3.2 RETAIL AND ECOMMERCE

10.3.2.1 Efficient handling of customer problems via simulated training and development programs for salespersons to propel market

10.3.3 TELECOMMUNICATIONS AND IT

10.3.3.1 Improved employee onboarding and training processes to fuel market growth

10.3.4 BANKING, FINANCIAL SERVICES, AND INSURANCE

10.3.4.1 Rising cybercrimes resulting in training BFSI employees to improve security to drive market

10.3.5 MANUFACTURING

10.3.5.1 Equipping engineers to test scenarios and designs before product manufacture and enhanced rapid prototyping to drive market

10.3.6 GOVERNMENT AND PUBLIC SECTORS

10.3.6.1 Requirement to increase situational awareness of first responders using real-life simulations to support market growth

10.3.7 OTHERS

11 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 49 NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN 2028

TABLE 123 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 124 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

11.2 NORTH AMERICA

FIGURE 50 NORTH AMERICA: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET SNAPSHOT

TABLE 125 NORTH AMERICA: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 126 NORTH AMERICA: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 127 NORTH AMERICA: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 128 NORTH AMERICA: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

11.2.1 US

11.2.1.1 Strong presence of AR and VR companies to foster market growth

11.2.2 CANADA

11.2.2.1 Rising awareness among students on interactive and blended learning to boost market

11.2.3 MEXICO

11.2.3.1 AR and VR deployment by universities to support market growth

11.2.4 IMPACT OF RECESSION ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET IN NORTH AMERICA

11.3 EUROPE

FIGURE 51 EUROPE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET SNAPSHOT

TABLE 129 EUROPE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 130 EUROPE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 131 EUROPE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 132 EUROPE: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

11.3.1 UK

11.3.1.1 Supportive government strategies to improve education to boost market

11.3.2 GERMANY

11.3.2.1 Government funding to adopt AR and VR in education to propel market

11.3.3 FRANCE

11.3.3.1 Growing use of realistic simulations of medical procedures for training purposes in healthcare sector to fuel market growth

11.3.4 REST OF EUROPE

11.3.5 IMPACT OF RECESSION ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET IN EUROPE

11.4 ASIA PACIFIC

FIGURE 52 ASIA PACIFIC: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET SNAPSHOT

TABLE 133 ASIA PACIFIC: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY, 2019–2022 (USD MILLION)

TABLE 134 ASIA PACIFIC: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

TABLE 135 ASIA PACIFIC: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 136 ASIA PACIFIC: AUGMENTED AND VIRTUAL REALITY IN EDUCATION

MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

11.4.1 CHINA

11.4.1.1 Government initiatives to deploy AR and VR to boost market

11.4.2 INDIA

11.4.2.1 Government initiatives to include AR/VR in various courses to fuel market growth

11.4.3 JAPAN

11.4.3.1 Implementation of AR and VR for virtual schooling to drive market

11.4.4 SOUTH KOREA

11.4.4.1 Increasing government investments for metaverse ecosystem to propel market

11.4.5 REST OF ASIA PACIFIC

11.4.6 IMPACT OF RECESSION ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET IN ASIA PACIFIC

11.5 ROW

TABLE 137 ROW: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2019–2022 (USD MILLION)

TABLE 138 ROW: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 139 ROW: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2019–2022 (USD MILLION)

TABLE 140 ROW: AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, BY APPLICATION, 2023–2028 (USD MILLION)

11.5.1 MIDDLE EAST & AFRICA

11.5.1.1 Increasing investments in e-learning initiatives to boost use of AR and VR technologies

11.5.2 SOUTH AMERICA

11.5.2.1 Demand for smart and virtual education to boost market

11.5.3 IMPACT OF RECESSION ON AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET IN ROW

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 MARKET EVALUATION FRAMEWORK

TABLE 141 OVERVIEW OF STRATEGIES DEPLOYED BY KEY AR AND VR PROVIDERS

12.2.1 PRODUCT PORTFOLIO

12.2.2 REGIONAL FOCUS

- 12.2.3 MANUFACTURING FOOTPRINT
- 12.2.4 ORGANIC/INORGANIC STRATEGIES
- 12.3 MARKET SHARE ANALYSIS, 2022
- TABLE 142 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: DEGREE OF COMPETITION, 2022
- 12.4 FIVE-YEAR COMPANY REVENUE ANALYSIS
- FIGURE 53 FIVE-YEAR REVENUE ANALYSIS OF TOP FIVE PLAYERS IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET, 2018–2022
- 12.5 KEY COMPANY EVALUATION MATRIX, 2022
 - 12.5.1 STARS
 - 12.5.2 EMERGING LEADERS
 - 12.5.3 PERVASIVE PLAYERS
 - 12.5.4 PARTICIPANTS
- FIGURE 54 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: KEY COMPANY EVALUATION MATRIX, 2022
- 12.6 STARTUPS/SMES EVALUATION MATRIX, 2022
- TABLE 143 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: LIST OF KEY STARTUPS/SMES
- TABLE 144 DETAILS ON STARTUPS/SMES IN AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET
- TABLE 145 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES (BY OFFERING)
- TABLE 146 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES (BY END USER)
- TABLE 147 AUGMENTED AND VIRTUAL REALITY IN EDUCATION MARKET: COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES (BY REGION)
 - 12.6.1 PROGRESSIVE COMPANIES
 - 12.6.2 RESPONSIVE COMPANIES
 - 12.6.3 DYNAMIC COMPANIES
 - 12.6.4 STARTING BLOCKS
- FIGURE 55 STARTUPS/SMES EVALUATION MATRIX, 2022
- 12.7 COMPANY FOOTPRINT
- TABLE 148 OVERALL COMPANY FOOTPRINT
- TABLE 149 COMPANY FOOTPRINT, BY END USER
- TABLE 150 COMPANY FOOTPRINT, BY OFFERING
- TABLE 151 COMPANY FOOTPRINT, BY REGION
- 12.8 COMPETITIVE SCENARIOS AND TRENDS
 - 12.8.1 PRODUCT LAUNCHES
- TABLE 152 PRODUCT LAUNCHES, FEBRUARY 2019–JULY 2023

12.8.2 DEALS

TABLE 153 DEALS, FEBRUARY 2019–JULY 2023

13 COMPANY PROFILES

(Business Overview, Products/Services/Solutions Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))*

13.1 KEY PLAYERS

13.1.1 META

TABLE 154 META: COMPANY OVERVIEW

FIGURE 56 META: COMPANY SNAPSHOT

TABLE 155 META: PRODUCTS/SERVICES/SOLUTIONS OFFERED

TABLE 156 META: PRODUCT LAUNCHES

TABLE 157 META: DEALS

13.1.2 SONY CORPORATION

TABLE 158 SONY CORPORATION: COMPANY OVERVIEW

FIGURE 57 SONY CORPORATION: COMPANY SNAPSHOT

TABLE 159 SONY CORPORATION: PRODUCTS/SERVICES/SOLUTIONS OFFERED

TABLE 160 SONY CORPORATION: PRODUCT LAUNCHES

TABLE 161 SONY CORPORATION: DEALS

13.1.3 MICROSOFT

TABLE 162 MICROSOFT: COMPANY OVERVIEW

FIGURE 58 MICROSOFT: COMPANY SNAPSHOT

TABLE 163 MICROSOFT: PRODUCTS/SERVICES/SOLUTIONS OFFERED

TABLE 164 MICROSOFT: PRODUCT LAUNCHES

TABLE 165 MICROSOFT: DEALS

13.1.4 LENOVO

TABLE 166 LENOVO: COMPANY OVERVIEW

FIGURE 59 LENOVO: COMPANY SNAPSHOT

TABLE 167 LENOVO: PRODUCTS/SERVICES/SOLUTIONS OFFERED

TABLE 168 LENOVO: PRODUCT LAUNCHES

TABLE 169 LENOVO: DEALS

13.1.5 PANASONIC HOLDINGS CORPORATION

TABLE 170 PANASONIC HOLDINGS CORPORATION: COMPANY OVERVIEW

FIGURE 60 PANASONIC HOLDINGS CORPORATION: COMPANY SNAPSHOT

TABLE 171 PANASONIC HOLDINGS CORPORATION:
PRODUCTS/SERVICES/SOLUTIONS OFFERED

TABLE 172 PANASONIC HOLDINGS CORPORATION: PRODUCT LAUNCHES

TABLE 173 PANASONIC HOLDINGS CORPORATION: DEALS**13.1.6 GOOGLE LLC****TABLE 174 GOOGLE LLC: COMPANY OVERVIEW****FIGURE 61 GOOGLE LLC: COMPANY SNAPSHOT****TABLE 175 GOOGLE LLC: PRODUCTS/SERVICES/SOLUTIONS OFFERED****TABLE 176 GOOGLE LLC: PRODUCT LAUNCHES****TABLE 177 GOOGLE LLC: DEALS****13.1.7 HTC CORPORATION****TABLE 178 HTC CORPORATION: COMPANY OVERVIEW****FIGURE 62 HTC CORPORATION: COMPANY SNAPSHOT****TABLE 179 HTC CORPORATION: PRODUCTS/SERVICES/SOLUTIONS OFFERED****TABLE 180 HTC CORPORATION: PRODUCT LAUNCHES****13.1.8 VUZIX****TABLE 181 VUZIX: COMPANY OVERVIEW****FIGURE 63 VUZIX: COMPANY SNAPSHOT****TABLE 182 VUZIX: PRODUCTS/SERVICES/SOLUTIONS OFFERED****TABLE 183 VUZIX: PRODUCT LAUNCHES****TABLE 184 VUZIX: DEALS****13.1.9 CORNERSTONE ONDEMAND, INC.****TABLE 185 CORNERSTONE ONDEMAND, INC.: COMPANY OVERVIEW****TABLE 186 CORNERSTONE ONDEMAND, INC.:
PRODUCTS/SERVICES/SOLUTIONS OFFERED****TABLE 187 CORNERSTONE ONDEMAND, INC.: DEALS****13.1.10 ANTHOLOGY INC.****TABLE 188 ANTHOLOGY INC.: COMPANY OVERVIEW****TABLE 189 ANTHOLOGY INC.: PRODUCTS/SERVICES/SOLUTIONS OFFERED****TABLE 190 ANTHOLOGY INC.: DEALS****13.2 OTHER PLAYERS****13.2.1 ALCHEMY IMMERSIVE****13.2.2 BOULEVARD ARTS****13.2.3 ZSPACE, INC.****13.2.4 UNIMERSIV****13.2.5 CURISCOPE****13.2.6 ENGAGE PLC****13.2.7 ORACLE****13.2.8 AVANTIS SYSTEMS LTD.****13.2.9 LIFELIQE, INC.****13.2.10 MERGE LABS, INC.****13.2.11 WIZIQ**

13.2.12 BIGBLUEBUTTON INC.

13.2.13 EON REALITY

13.2.14 PTC

13.2.15 VEATIVE GROUP

13.2.16 NEARPOD

*Details on Business Overview, Products/Services/Solutions Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

14 APPENDIX

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.3 CUSTOMIZATION OPTIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

I would like to order

Product name: Augmented and Virtual Reality in Education Market by offering type (software, hardware, services), device type, deployment (on-premise, cloud), application, end user (academic institutions, corporates) and Region - Global Forecast to 2028

Product link: <https://marketpublishers.com/r/A97A12CF985CEN.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/A97A12CF985CEN.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