

# **Augmented Reality Market by Component (Sensor, Display, & Software), Display Type (Head Mounted, Head-Up, Handheld, & Spatial), Application (Aerospace & Defense, Consumer, Commercial), and Geography - Global Forecast to 2020**

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## **Abstracts**

The augmented reality (AR) market is expected to grow at a CAGR of 79.6% between 2015 and 2020. North America would lead the augmented reality market in terms of market size. With the interest of many established players, the augmented reality market is set to boost with inflow of capital and technology playing their respective roles. The attractive offering of the augmented reality technology is also responsible for the growth of augmented reality market. The increased use of PSPs and smartphones would drive the augmented reality market. The growing gaming market is also a driver for the augmented reality technology.

### **TOURISM AND LOGISTICS SECTOR TO HAVE A HIGH GROWTH RATE IN THE AUGMENTED REALITY MARKET**

The commercial applications such as tourism and sightseeing, e-learning, e-commerce & marketing, and facility management would be the fastest-growing market segments for the augmented reality market. Augmented reality would also help the aerospace & defense sector and medical sector for training the fighters and the doctors, respectively, with the use of advanced AR technology. Along with this, logistics market is set to boost with the use of augmented reality technology in vision picking the products at the warehouses. The user experience and the customer engagement with the help of AR would help grab more attention and would help brand the products and services for the marketers.

The presence of major companies such as Google, Inc. (U.S.), Qualcomm, Inc. (U.S.), Microsoft Corporation (U.S.) in North America would boost the AR market in the region. The associations such as the EuroVR, the European Association for Virtual Reality and Augmented Reality would help the growth of European AR market. Also, the aerospace & defense market in Europe is likely to help the growth of the European augmented reality market. The fast-growing commercial markets in Asia-Pacific are expected to foster the growth of the AR market in this region.

The primary participants for the report include 35% of the Tier 1 companies and 45% of the Tier 2 companies. The director-level primary participants were about 25%, and C-level participants accounted for 35%. The primary participants from North America were the most. The primary participants from North America, Europe, and APAC were 45%, 20%, and 30%, respectively.

The major players offering various products in the AR market include Google, Inc. (U.S.), Qualcomm, Inc. (U.S.), Microsoft Corporation (U.S.), Samsung Electronics Co. Ltd. (South Korea), Total Immersion (France), Infinity Augmented Reality Inc. (Israel), Blippar.Com Limited (U.K.), DAQRI LLC (U.K.), Osterhaut Design Group (U.S.), Wikitude GmbH (Austria), Magic Leap Inc. (U.S.), and Metaio GmbH (U.S.).

The AR is one of the emerging technologies to view a real-world environment with augmented inputs. AR technology would reach its peak in the next five years. With the concept of the connected world becoming popular, AR is likely to play an important part in this development in recent years. This report profiles the major companies in the AR market with their market growth strategies and recent developments. This report would help analyze the AR market with respect to its component, application, display type, and geography. The next big wave of change in this connected world, AR is the way!

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