

# **Eye Tracking Market with COVID-19 Impact Analysis by Offering (Hardware, Software, Services), Tracking Type (Remote and Mobile), Application (Assistive Communication, and Human Behavior & Market Research), Vertical, and Geography- Global Forecast to 2025**

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## **Abstracts**

Rising adoption of eye tracking technology for personalized advertisements and consumer research and surging demand for eye tracking-based assistive communication devices drive market growth

The eye tracking market is expected to grow at a CAGR of 24.5% from 2020 to 2025, to reach USD 1,098 million by 2025 from USD 368 million in 2020. The rising adoption of eye tracking technology for personalized advertisements and consumer research and surging demand for eye tracking-based assistive communication devices are key driving factors for the eye tracking market growth. However, the lack of technological standardization and the high cost of equipment are a few of the factors hindering the growth of the eye tracking market.

Market for automotive & transportation vertical to grow at highest CAGR during forecast period

The eye tracking market for the automotive & transportation vertical is expected to witness the highest growth during the forecast period. Rise in the adoption of eye tracking technology in the automotive & transportation vertical for integration in driver monitoring systems is the major reason for the high growth of this vertical in the eye tracking market. Eye tracking technology is considered as an effective technology to

detect drowsy or distracted drivers due to which this technology is increasingly being integrated into driver monitoring systems.

Software segment expected to grow at the fastest rate in the eye tracking market from 2020 to 2025

The software segment is expected to grow at the fastest rate in the eye tracking market during the forecast period. The growth in the software market can be predominantly attributed to the rising expenditure in market research activities by large FMCG companies and retailers. Leading eye-tracking service providers are generating revenue from large FMCGs and retailers by offering eye-tracking based user data and preferences. The use of eye-tracking software for training services in the automotive and aviation sectors are also expected to contribute significantly to the growth of the market.

APAC to witness highest growth in market during forecast period

APAC is expected to witness the highest growth in the eye tracking market during the forecast period. A number of untapped verticals and applications; and growing awareness about eye tracking technology are expected to contribute to the fast growth of the eye tracking market in the region. Consumer electronics and automotive verticals are expected to demonstrate higher growth compared with other verticals in the region.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted with key officials in the eye tracking market. Following is the breakup of the profiles of primary participants for the report.

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

By Designation: C-Level Executives – 35%, Managers – 25%, and Others – 40%

By Region: Americas – 45%, Europe – 20%, APAC – 30%, and RoW – 5%

The report profiles key players in the eye tracking market and analyzes their market rankings. Players profiled in this report are Tobii (Sweden), EyeTracking (US), SR Research (Canada), Seeing Machines (Australia), PRS IN VIVO (France), Smart Eye (Sweden), EyeTech Digital Systems (US), Eyegaze (US), Ergoneers (Germany), ISCAN

(US), Pupil Labs (Germany), iMotions (Denmark), Converus (US), Mirametrix (Canada), Beijing 7invensun Technology (China), Gazepoint (Canada), EyeSee (Belgium), alea technologies (Germany), Irisbond (Spain), and Lumen Research (UK).

## Research Coverage

This report segments the eye tracking market by offering, tracking type, application, vertical, and geography. It also describes major drivers, restraints, challenges, and opportunities pertaining to this market, as well as includes the value chain and market ranking analysis.

## Reasons to Buy This Report

The report will help leaders/new entrants in the eye tracking market in the following ways:

1. The report segments the eye tracking market comprehensively and provides the closest market size estimation for all subsegments across regions.
2. The report will help stakeholders understand the pulse of the market and provide them with information on key drivers, restraints, challenges, and opportunities pertaining to the eye tracking market.
3. The report will help stakeholders understand their competitors better and gain insights to improve their position in the eye tracking market. The competitive landscape section describes the competitor ecosystem.

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