

# **Head-mounted Display Market with COVID-19 Impact Analysis by Type, Technology (AR, VR), Application (Consumer, Commercial, Enterprise & Industry, Aerospace & Defense), Product Type, Component, Connectivity, and Geography - Global Forecast to 2026**

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## **Abstracts**

The head-mounted display market is expected to grow from USD 5.5 billion in 2021 to USD 36.5 billion by 2026, at a CAGR of 46.0%. Surge in investments by major players in development of HMDs, increased adoption of AR and VR technologies due to COVID-19, availability of low-cost HMDs, and technological advancements and growing digitalization—are the key factors driving the head-mounted display market.

However, lack of standardization for HMD design, health concerns related to low resolution and lack of movement, display latency and energy consumption affect the overall performance of VR devices may create hurdles for the market.

The recent COVID-19 pandemic is expected to impact the global head-mounted display market. Due to COVID-19, the manufacturing units of major players are highly hampered due to worldwide lockdown and limited availability of labor and raw material. A number of scheduled product launches and related developments have been postponed due to the pandemic. However, the impact of COVID-19 is expected to reduce during the forecast period.

Market for discrete HMDs is expected to grow at the fastest CAGR during the forecast period

Increasing use of eyewear in various applications, such as industry and enterprise, healthcare, and research and design, is expected to boost the market for HMDs. Discrete HMD, also known as tethered HMD, is a VR HMD that creates an immersive VR experience. Discrete HMDs require powerful PCs to operate games and software. These are cheaper than slide-on HMDs and expensive than integrated HMDs. The extensive use of discrete HMDs in gaming and entertainment has been the biggest driver for their growth. The trend is expected to grow over the next 5 years. The COVID-19 crisis increased the growth rate of these HMDs, as people were stuck at home, and HMDs were of great help for in-house entertainment.

Virtual reality technology held the largest share of head-mounted display market in 2020

An increasing number of new entrants offering HMDs at a low cost is one of the major reasons behind the widespread adoption of VR HMDs, particularly in the consumer application. Tech giants entering the market with their innovative headsets or HMDs has offered impressive opportunities for the market. The major reason for the growth of the VR HMD market growth is the use of HMDs for gaming. The availability of low-cost VR HMDs has also helped increase the shipments of the VR segment.

Enterprise and industry application to lead the market during the forecast period

The HMD market has witnessed strong growth due to the crucial role of technological advancements in the enterprise and industry application segment. The increasing use of AR headsets in training, logistics and warehouse, manufacturing, assembling, education, and many other applications boosts the market for AR HMDs. For example, AR headsets are being used in logistics to provide quick access to information anytime and anywhere. Such headsets can reduce the amount of time required to train new employees. The flexibility obtained by AR HMDs makes them a preferred choice for the enterprise and industry segment.

APAC is expected to register the highest CAGR in the market during the forecast period

Among all regions, APAC is expected to register the highest growth in the head-mounted display market during the forecast period. HMDs have been extensively adopted in APAC in recent years. Continuous developments in the consumer application would encourage the region to invest and adopt AR and VR HMDs. This is a major driving factor for the market's growth in this region. APAC is home to many leading companies such as HTC Corporation (Taiwan), Sony Corporation (Japan), Lenovo Group Ltd. (China), Acer Inc. (Taiwan), Xiaomi, Inc. (China), LG Electronics Inc.

(South Korea).

Americas accounted for the largest share of the HMD market in 2020. The increased acceptance of AR and VR devices by enterprise users to improve productivity and accuracy has been the key factor driving the growth of the HMD market in North America.

Breakdown of primary participants:

By Company Type: Tier 1 = 15%, Tier 2 = 50%, and Tier 3 = 35%

By Designation: C-Level Executives = 45%, Directors = 35%, and Others = 20%

By Region: North America = 45%, Europe = 35%, APAC = 12%, South America = 3%, Middle East & Africa = 5%,

Some of the major players in the head-mounted display market include Sony (Japan), Google (US), Microsoft (US), Oculus (US), HTC (Taiwan), Seiko Epson (Japan), Samsung (South Korea), Lenovo (China), Magic Leap (US), and Vuzix (US), and so on.

Research Coverage:

In this report, the head-mounted display market has been segmented on the basis of type, technology, component, connectivity, product type, application, and geography. 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, APAC, and RoW. Value chain analysis has been included in the report, along with the key players and their competitive analysis in the head-mounted display ecosystem.

Key Benefits to Buy the Report:

This report includes statistics for the head-mounted display market based on type, technology, component, connectivity, product type, application, and geography, along with their respective market sizes.

Value chain analysis and key industry trends have been provided for the market.

Major drivers, restraints, opportunities, and challenges for the head-mounted display market have been provided in detail in this report.

This report would help stakeholders to understand their competitors better and gain more insights to enhance their position in the market. The competitive landscape section includes the competitor ecosystem and the recent development strategies adopted by the key players in the market, such as product launches/developments, contracts/partnerships/agreements/acquisitions.

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION AND SCOPE
- 1.3 INCLUSIONS AND EXCLUSIONS
- 1.4 STUDY SCOPE
  - 1.4.1 MARKETS COVERED
- FIGURE 1 MARKET SEGMENTATION
- 1.4.2 GEOGRAPHIC SCOPE
- 1.4.3 YEARS CONSIDERED
- 1.5 CURRENCY
- 1.6 PACKAGE SIZE
- 1.7 STAKEHOLDERS
- 1.8 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 2 HMD MARKET: PROCESS FLOW OF MARKET SIZE ESTIMATION
  - FIGURE 3 HMD MARKET: RESEARCH DESIGN
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Breakdown of primaries
    - 2.1.2.2 Key industry insights
- 2.2 MARKET SIZE ESTIMATION
  - FIGURE 4 HMD MARKET: RESEARCH METHODOLOGY
  - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY
  - 2.2.1 BOTTOM-UP APPROACH
    - 2.2.1.1 Estimating market size by bottom-up analysis (demand side)
  - FIGURE 6 HMD MARKET: BOTTOM-UP APPROACH
  - FIGURE 7 MARKET SIZE CALCULATION BY BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
    - 2.2.2.1 Estimating market size by top-down analysis (supply side)
  - FIGURE 8 HMD MARKET: TOP-DOWN APPROACH
  - FIGURE 9 MARKET SIZE CALCULATION BY TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 10 DATA TRIANGULATION

2.4 RESEARCH ASSUMPTIONS

FIGURE 11 ASSUMPTIONS FOR THE RESEARCH STUDY

### **3 EXECUTIVE SUMMARY**

FIGURE 12 HEAD-MOUNTED DISPLAY MARKET, 2017–2026 (USD MILLION)

FIGURE 13 VIRTUAL REALITY TO HOLD LARGER SHARE OF HMD MARKET IN 2021

FIGURE 14 CONSUMER APPLICATION TO LEAD HMD MARKET FROM 2021 TO 2026

FIGURE 15 HMD MARKET, BY GEOGRAPHY, 2021

3.1 IMPACT OF COVID-19 ON HEAD-MOUNTED DISPLAY MARKET

FIGURE 16 IMPACT OF COVID-19 ON HEAD-MOUNTED DISPLAY MARKET

3.1.1 REALISTIC SCENARIO (POST-COVID-19)

3.1.2 OPTIMISTIC SCENARIO (POST-COVID-19)

3.1.3 PESSIMISTIC SCENARIO (POST-COVID-19)

### **4 PREMIUM INSIGHTS**

4.1 HEAD-MOUNTED DISPLAY MARKET IS LIKELY TO WITNESS SIGNIFICANT GROWTH ACROSS REGIONS

FIGURE 17 GROWING DEMAND FOR HMDS IN HEALTHCARE AND ENTERPRISE APPLICATIONS TO DRIVE MARKET GROWTH DURING FORECAST PERIOD

4.2 HMD MARKET IN APAC, BY APPLICATION AND COUNTRY

FIGURE 18 ENTERPRISE & INDUSTRY APPLICATION AND CHINA TO HOLD LARGEST SHARE OF HMD MARKET IN APAC BY 2026

4.3 HMD MARKET: DEVELOPED VS. DEVELOPING MARKETS, 2021 AND 2026 (USD MILLION)

FIGURE 19 US TO LEAD HMD MARKET BY 2026

4.4 HMD MARKET, BY COUNTRY

FIGURE 20 HMD MARKET IN CHINA TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

### **5 MARKET OVERVIEW**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 21 INVESTMENTS BY MAJOR PLAYERS AND ADOPTION OF AR AND VR

## TECHNOLOGIES DURING COVID-19 TO DRIVE HMD MARKET

### 5.2.1 DRIVERS

- 5.2.1.1 Surge in investments by major players in development of HMDs
- 5.2.1.2 Increased adoption of AR and VR technologies due to COVID-19
- 5.2.1.3 Availability of low-cost HMDs
- 5.2.1.4 Technological advancements and growing digitalization

### 5.2.2 RESTRAINTS

- 5.2.2.1 Lack of standardization for HMD design
- 5.2.2.2 Display latency and energy consumption affect overall performance of VR devices

- 5.2.2.3 Health concerns related to low resolution and lack of movement
- 5.2.2.4 Trade restrictions between US and China

### 5.2.3 OPPORTUNITIES

- 5.2.3.1 Growing use of HMDs for video games
- 5.2.3.2 Increasing patents portfolio
- 5.2.3.3 Surging demand for lightweight HMDs and portable devices

### 5.2.4 CHALLENGES

- 5.2.4.1 Low awareness about HMDs
- 5.2.4.2 Adverse impact of lockdowns due to COVID-19 on commercial trade

## 5.3 VALUE CHAIN ANALYSIS

FIGURE 22 HMD SUPPLY CHAIN ANALYSIS (2020): MAJOR VALUE IS ADDED DURING RESEARCH & PRODUCT DEVELOPMENT AND MANUFACTURING STAGES

## 5.4 REGULATORY LANDSCAPE

## 5.5 ECOSYSTEM ANALYSIS

FIGURE 23 DISPLAY MARKET: ECOSYSTEM ANALYSIS

FIGURE 24 AR & VR ECOSYSTEM AND TECHNOLOGIES USED IN HMDS

TABLE 1 COMPANIES AND THEIR ROLE IN ECOSYSTEM

## 5.6 PORTER'S FIVE FORCES ANALYSIS

FIGURE 25 HEAD-MOUNTED DISPLAY MARKET: PORTER'S FIVE FORCES ANALYSIS

TABLE 2 HEAD-MOUNTED DISPLAY MARKET: PORTER'S FIVE FORCES ANALYSIS

### 5.6.1 INTENSITY OF COMPETITIVE RIVALRY

FIGURE 26 HIGHLY COMPETITIVE MARKET OWING TO PRESENCE OF SEVERAL WELL-ESTABLISHED PLAYERS

### 5.6.2 THREAT OF SUBSTITUTES

FIGURE 27 THREAT OF SUBSTITUTES HAD LOW IMPACT ON HEAD-MOUNTED DISPLAY MARKET OWING TO ABSENCE OF SUBSTITUTES

### 5.6.3 BARGAINING POWER OF BUYERS

FIGURE 28 BARGAINING POWER OF BUYERS WAS MODERATE OWING TO INCREASED DEMAND FROM DIFFERENT APPLICATIONS

### 5.6.4 BARGAINING POWER OF SUPPLIERS

FIGURE 29 BARGAINING POWER OF SUPPLIERS WAS HIGH DUE TO INCREASED BRAND VALUE

### 5.6.5 THREAT OF NEW ENTRANTS

FIGURE 30 THREAT OF NEW ENTRANTS HAD LOW IMPACT OWING TO REQUIREMENT OF HIGH CAPITAL INVESTMENTS

## 5.7 TECHNOLOGY ANALYSIS

### 5.7.1 VIRTUAL REALITY MICRODISPLAYS

#### 5.7.1.1 LOMID project

#### 5.7.1.2 VR HMD microdisplay by Kopin

### 5.7.2 MONITOR-BASED AR TECHNOLOGY

### 5.7.3 NEAR-EYE-BASED TECHNOLOGY

## 5.8 TRENDS IMPACTING BUSINESSES OF CUSTOMERS

FIGURE 31 AI IS EXPECTED TO MAKE SIGNIFICANT CONTRIBUTION ACROSS INDUSTRIES

## 5.9 CASE STUDIES

### 5.9.1 VIRTUAL REALITY-BASED TRAINING FOR EMPLOYEES

### 5.9.2 VIRTUAL REALITY-BASED SURGICAL TRAINING EXPERIENCE

5.9.3 ELECTRIC SAFETY RECERTIFICATION USING HTC VIVE TO IMPART BETTER TRAINING AND ENHANCE STAFF MOTIVATION

## 5.10 AVERAGE SELLING PRICES (ASP) TREND

TABLE 3 AVERAGE PRICES OF AR AND VR HMDS

TABLE 4 HOURLY RATES OF DEVELOPERS IN DIFFERENT REGIONS

TABLE 5 COMPARISON OF SDK PRICING

## 5.11 PATENTS ANALYSIS

FIGURE 32 NUMBER OF PATENTS RELATED TO AR AND VR PUBLISHED FROM 2012 TO 2020

FIGURE 33 SHARE OF TOP 10 COMPANIES IN PATENT APPLICATIONS FROM 2012 TO 2020

TABLE 6 KEY PATENTS IN 2019 AND 2020

## 5.12 TRADE ANALYSIS

FIGURE 34 IMPORTS DATA, BY COUNTRY, 2016–2019 (USD THOUSAND)

FIGURE 35 EXPORTS DATA, BY COUNTRY, 2016–2019 (USD THOUSAND)

## 6 HEAD-MOUNTED DISPLAY MARKET, BY TYPE



## 6.1 INTRODUCTION

FIGURE 36 DISCRETE HMDS TO BECOME DOMINANT HMD TYPE BY 2026

TABLE 7 HMD MARKET, BY TYPE, 2017–2020 (USD MILLION)

TABLE 8 HMD MARKET, BY TYPE, 2021–2026 (USD MILLION)

## 6.2 SLIDE-ON HEAD-MOUNTED DISPLAYS

6.2.1 SLIDE-ON HMDS COMPRISE A SMARTPHONE HOLDER, LENSES, AND OTHER BASIC INPUTS

## 6.3 DISCRETE HEAD-MOUNTED DISPLAYS

6.3.1 DISCRETE HMDS ARE EXPECTED TO LEAD HMD MARKET BY 2026

## 6.4 INTEGRATED HEAD-MOUNTED DISPLAYS

6.4.1 INTEGRATED HMDS ARE INDEPENDENT COMPUTING DEVICES

# 7 HEAD-MOUNTED DISPLAY MARKET, BY COMPONENT

## 7.1 INTRODUCTION

FIGURE 37 DISPLAYS SEGMENT IS EXPECTED TO DOMINATE HMD MARKET DURING FORECAST PERIOD

TABLE 9 HMD MARKET, BY COMPONENT, 2017–2020 (USD MILLION)

TABLE 10 HMD MARKET, BY COMPONENT, 2021–2026 (USD MILLION)

## 7.2 PROCESSORS AND MEMORY

7.2.1 PROCESSORS AND MEMORY ARE VITAL COMPONENTS OF CONTROL UNITS

## 7.3 CONTROLLERS

7.3.1 CONTROLLER UNITS ARE RESPONSIBLE FOR COMPLEX CALCULATIONS AND OTHER DECISION-MAKING PROCESSES

## 7.4 SENSORS

7.4.1 INCREASED USE OF SENSORS IN HEAD-MOUNTED DISPLAYS FOR DETECTING MOTION DRIVES THIS SEGMENT

7.4.2 MAGNETOMETERS

7.4.3 ACCELEROMETERS

7.4.4 GYROSCOPES

7.4.5 PROXIMITY SENSORS

## 7.5 CAMERAS

7.5.1 CAMERAS FORM CRUCIAL COMPONENTS TO MEASURE DEPTH AND AMPLITUDE OF OBJECTS

## 7.6 DISPLAYS

7.6.1 DISPLAYS HOLD A MAJOR SHARE OF HEAD-MOUNTED DISPLAY DEVICES

## 7.7 LENSES

7.7.1 LENSES ARE USED IN HMDS FOR MAPPING OF UP-CLOSE DISPLAY TO

## WIDER FIELD OF VIEW

### 7.8 CASES AND CONNECTORS

7.8.1 CASING HELPS ACCOMMODATE ALL ELECTRICAL AND MECHANICAL COMPONENTS

### 7.9 OTHERS

7.9.1 QUARTZ, TOUCHPADS, AND PANELS ARE AMONG OTHER COMPONENTS USED IN HMDS

7.9.2 IMPACT OF COVID-19 ON COMPONENT MARKET

## **8 HEAD-MOUNTED DISPLAY MARKET, BY TECHNOLOGY**

### 8.1 INTRODUCTION

FIGURE 38 HMD MARKET FOR AUGMENTED REALITY EXPECTED TO GROW AT A HIGHER CAGR DURING FORECAST PERIOD

TABLE 11 HMD MARKET, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 12 HMD MARKET, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 39 VR SEGMENT EXPECTED TO DOMINATE HMD MARKET IN TERMS OF VOLUME DURING FORECAST PERIOD

TABLE 13 HMD MARKET, BY TECHNOLOGY, 2017–2020 (MILLION UNITS)

TABLE 14 HMD MARKET, BY TECHNOLOGY, 2021–2026 (MILLION UNITS)

### 8.2 AUGMENTED REALITY

8.2.1 AR-ENABLED DEVICES ARE EXPECTED TO BE USED IN ENTERPRISE AND INDUSTRY APPLICATION

TABLE 15 HMD MARKET FOR AUGMENTED REALITY IN TERMS OF VALUE AND VOLUME, 2017–2020

TABLE 16 HMD MARKET FOR AUGMENTED REALITY IN TERMS OF VALUE AND VOLUME, 2021–2026

TABLE 17 AR HMD MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 18 HMD MARKET FOR AR, BY REGION, 2021–2026 (USD MILLION)

FIGURE 40 AMERICAS EXPECTED TO DOMINATE HMD MARKET FOR AR FOR ENTERPRISE AND INDUSTRY APPLICATION BY 2026

TABLE 19 HMD MARKET FOR AR FOR ENTERPRISE AND INDUSTRY APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 20 HMD MARKET FOR AR FOR ENTERPRISE AND INDUSTRY APPLICATION, BY REGION, 2021–2026 (USD MILLION)

FIGURE 41 HMD MARKET FOR AR FOR COMMERCIAL APPLICATION IN APAC EXPECTED TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 21 HMD MARKET FOR AR FOR COMMERCIAL APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 22 HMD MARKET FOR AR FOR COMMERCIAL APPLICATION, BY REGION, 2021–2026 (USD MILLION)

FIGURE 42 APAC EXPECTED TO LEAD HMD MARKET FOR AR FOR ENGINEERING

AND DESIGN APPLICATION BY 2026

TABLE 23 HMD MARKET FOR AR FOR ENGINEERING AND DESIGN APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 24 HMD MARKET FOR AR FOR ENGINEERING AND DESIGN APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 25 HMD MARKET FOR AR FOR AEROSPACE AND DEFENSE APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 26 HMD MARKET FOR AR FOR AEROSPACE AND DEFENSE APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 27 HMD MARKET FOR AR FOR HEALTHCARE APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 28 HMD MARKET FOR AR FOR HEALTHCARE APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 29 HMD MARKET FOR AR FOR CONSUMER APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 30 HMD MARKET FOR AR FOR CONSUMER APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 31 HMD MARKET FOR AR FOR EDUCATION APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 32 HMD MARKET FOR AR FOR EDUCATION APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 33 HMD MARKET FOR AR FOR OTHER APPLICATIONS, BY REGION, 2017–2020 (USD MILLION)

TABLE 34 HMD IN AR MARKET FOR OTHER APPLICATIONS, BY REGION, 2021–2026 (USD MILLION)

### 8.3 VIRTUAL REALITY

8.3.1 INCREASED DEMAND FOR VR HMDS IN CONSUMER APPLICATIONS EXPECTED TO DRIVE THIS SEGMENT

TABLE 35 HMD MARKET FOR VR IN TERMS OF VALUE AND VOLUME, 2017–2020

TABLE 36 HMD MARKET FOR VR IN TERMS OF VALUE AND VOLUME, 2021–2026

FIGURE 43 APAC EXPECTED TO DOMINATE HMD MARKET FOR VR BY 2026

TABLE 37 VR HMD MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 38 VR HMD MARKET, BY REGION, 2021–2026 (USD MILLION)

FIGURE 44 HMD MARKET IN AR FOR CONSUMER APPLICATION IN APAC ANTICIPATED

TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 39 HMD MARKET FOR VR FOR CONSUMER APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 40 HMD MARKET FOR VR FOR CONSUMER APPLICATION, BY REGION, 2021–2026 (USD MILLION)

FIGURE 45 VR HMD MARKET FOR COMMERCIAL APPLICATION IN APAC EXPECTED

TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 41 HMD MARKET FOR VR FOR COMMERCIAL APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 42 HMD MARKET FOR VR FOR COMMERCIAL APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 43 HMD MARKET FOR VR FOR ENTERPRISE AND INDUSTRY APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 44 HMD MARKET FOR VR FOR ENTERPRISE AND INDUSTRY APPLICATION, BY REGION, 2021–2026 (USD MILLION)

FIGURE 46 APAC TO LEAD VR HMD MARKET FOR ENGINEERING AND DESIGN APPLICATION BY 2026

TABLE 45 HMD MARKET FOR VR FOR ENGINEERING AND DESIGN APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 46 HMD MARKET FOR VR FOR ENGINEERING AND DESIGN APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 47 HMD MARKET FOR VR FOR AEROSPACE AND DEFENSE APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 48 HMD MARKET FOR VR FOR AEROSPACE AND DEFENSE APPLICATION, BY REGION, 2021–2026 (USD MILLION)

FIGURE 47 HMD MARKET FOR VR FOR HEALTHCARE APPLICATION IN APAC EXPECTED

TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 49 HMD MARKET FOR VR FOR HEALTHCARE APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 50 HMD MARKET FOR VR FOR HEALTHCARE APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 51 HMD MARKET FOR VR FOR EDUCATION APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 52 HMD MARKET FOR VR FOR EDUCATION APPLICATION, BY REGION, 2021–2026 (USD MILLION)

TABLE 53 HMD MARKET FOR VR FOR OTHER APPLICATIONS, BY REGION, 2017–2020 (USD MILLION)

TABLE 54 HMD MARKET FOR VR FOR OTHER APPLICATIONS, BY REGION, 2021–2026 (USD MILLION)

## **9 HEAD-MOUNTED DISPLAY MARKET, BY APPLICATION**

### 9.1 INTRODUCTION

FIGURE 48 ENTERPRISE & INDUSTRY APPLICATION TO ACCOUNT FOR LARGEST SIZE OF HMD MARKET BY 2026

TABLE 55 HMD MARKET, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 56 HMD MARKET, BY APPLICATION, 2021–2026 (USD MILLION)

FIGURE 49 ENTERPRISE AND INDUSTRY APPLICATION TO HOLD LARGEST SIZE OF AUGMENTED REALITY-BASED HMD MARKET DURING FORECAST PERIOD

TABLE 57 HMD MARKET FOR AR, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 58 HMD MARKET FOR AR, BY APPLICATION, 2021–2026 (USD MILLION)

FIGURE 50 CONSUMER APPLICATION TO ACCOUNT FOR LARGEST SIZE OF VIRTUAL REALITY-BASED HMD MARKET DURING FORECAST PERIOD

TABLE 59 HMD MARKET FOR VR, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 60 HMD MARKET FOR VR, BY APPLICATION, 2021–2026 (USD MILLION)

### 9.2 CONSUMER

#### 9.2.1 GAMING

9.2.1.1 Gaming is a major driver for HMD market growth

#### 9.2.2 SPORTS & ENTERTAINMENT

9.2.2.1 Use of AR and VR HMDs enhances viewing experience in sports & entertainment applications

#### 9.2.3 OTHERS

9.2.3.1 Other uses include navigation and notifications

TABLE 61 HMD MARKET FOR CONSUMER APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 62 HMD MARKET FOR CONSUMER APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 51 APAC EXPECTED TO LEAD HMD MARKET FOR CONSUMER APPLICATION DURING FORECAST PERIOD

TABLE 63 HMD MARKET FOR CONSUMER APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 64 HMD MARKET FOR CONSUMER APPLICATION, BY REGION, 2021–2026 (USD MILLION)

### 9.3 COMMERCIAL

#### 9.3.1 ADVERTISING, MARKETING, AND BRANDING

9.3.1.1 Advertising and branding would be key growth drivers for HMD market for

commercial

### 9.3.2 RETAIL

9.3.2.1 Try before you buy will play a crucial role in driving HMD market in retail

### 9.3.3 TOURISM

9.3.3.1 Interaction with virtual objects in various tourist location is key driver for use of HMDs

9.3.3.2 Use cases of HMD in commercial application

TABLE 65 HMD MARKET FOR COMMERCIAL APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 66 HMD MARKET FOR COMMERCIAL APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 52 HMD MARKET FOR COMMERCIAL APPLICATION EXPECTED TO GROW AT HIGHEST CAGR IN APAC DURING FORECAST PERIOD

TABLE 67 HMD MARKET FOR COMMERCIAL APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 68 HMD MARKET FOR COMMERCIAL APPLICATION, BY REGION, 2021–2026 (USD MILLION)

## 9.4 ENTERPRISE AND INDUSTRY

### 9.4.1 VIRTUAL INTERVIEWS

9.4.1.1 HR staff can use VR to conduct face-to-face interviews with candidates in virtual conference rooms

### 9.4.2 VIRTUAL MEETINGS

9.4.2.1 Virtual meetings would be crucial driver for market growth

### 9.4.3 WAREHOUSES

9.4.3.1 Order picking would drive use of HMDs in warehouses

### 9.4.4 EMERGENCY RESPONSE

9.4.4.1 HMDs help emergency response professionals conduct critical tasks smoothly and safely

### 9.4.5 OPERATION AND ASSEMBLY

9.4.5.1 Enhanced efficiency of operations and reduced requirement of manual training can be achieved using HMDs

### 9.4.6 MAINTENANCE AND INSPECTION SERVICES

9.4.6.1 Important information in visual fields and interaction with this information to drive use of HMDs

### 9.4.7 FIELD REPAIR SERVICES

9.4.7.1 Collaboration at remote workplaces and expert assistance for field services and repairs to play crucial role

### 9.4.8 FREIGHT LOADING AND TRANSPORTATION

9.4.8.1 Freight transportation by air, water, and road requires digital data and planning software

9.4.8.2 Use cases of HMDs in enterprise and industry

TABLE 69 HMD MARKET FOR ENTERPRISE AND INDUSTRY APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 70 HMD MARKET FOR ENTERPRISE AND INDUSTRY APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 53 AMERICAS EXPECTED TO HOLD LARGEST SIZE OF HMD MARKET FOR ENTERPRISE AND INDUSTRY APPLICATION DURING FORECAST PERIOD

TABLE 71 HMD MARKET FOR ENTERPRISE AND INDUSTRY APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 72 HMD MARKET FOR ENTERPRISE AND INDUSTRY APPLICATION, BY REGION, 2021–2026 (USD MILLION)

## 9.5 ENGINEERING & DESIGN

### 9.5.1 DESIGN

9.5.1.1 Replicating real world and displaying information using HMDs would drive HMD market in engineering & design segment

### 9.5.2 ARCHITECTURE

9.5.2.1 Architects can create walls, doors, and furniture around them in

## 3D SPACE USING HMDS

TABLE 73 HMD MARKET FOR ENGINEERING & DESIGN APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 74 HMD MARKET FOR ENGINEERING & DESIGN APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 54 HMD MARKET FOR ENGINEERING AND DESIGN APPLICATION TO GROW AT HIGHEST CAGR IN APAC DURING FORECAST PERIOD

TABLE 75 HMD MARKET FOR ENGINEERING AND DESIGN APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 76 HMD MARKET FOR ENGINEERING AND DESIGN APPLICATION, BY REGION, 2021–2026 (USD MILLION)

## 9.6 AEROSPACE & DEFENSE

9.6.1 SIMULATION TRAINING TO BE KEY FACTOR FOR ADOPTION OF HMDS IN AEROSPACE AND DEFENSE APPLICATIONS

TABLE 77 HMD MARKET FOR AEROSPACE & DEFENSE APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 78 HMD MARKET FOR AEROSPACE & DEFENSE APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

TABLE 79 HMD MARKET FOR AEROSPACE & DEFENSE APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 80 HMD MARKET FOR AEROSPACE & DEFENSE APPLICATION, BY REGION, 2021–2026 (USD MILLION)

## 9.7 HEALTHCARE

### 9.7.1 TRAINING

9.7.1.1 HMDs can help provide training to healthcare students or trainee doctors for surgeries

### 9.7.2 TREATMENT AND SURGERY

9.7.2.1 Increased interactivity using HMDs with holographic visualization boosts adoption of HMDs for treatments and surgeries

### 9.7.3 PATIENT CARE MANAGEMENT

9.7.3.1 Patient care and healing using HMD will act as a major driver

TABLE 81 HMD MARKET FOR HEALTHCARE APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 82 HMD MARKET FOR HEALTHCARE APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 55 AMERICAS TO HOLD LARGEST SIZE OF HMD MARKET FOR HEALTHCARE APPLICATION BY 2026

TABLE 83 HMD MARKET FOR HEALTHCARE APPLICATION, BY REGION, 2017–2020 (USD MILLION)

TABLE 84 HMD MARKET FOR HEALTHCARE APPLICATION, BY REGION, 2021–2026 (USD MILLION)

## 9.8 EDUCATION

9.8.1 HMDS CAN HELP CREATE AN INTERESTING AND INTERACTIVE LEARNING ATMOSPHERE IN ACADEMIC INSTITUTES

### 9.8.2 VIDEO GUIDE

### 9.8.3 STREAMING LESSONS

### 9.8.4 REMOTE TEACHING

### 9.8.5 VIRTUAL CLASSROOMS

TABLE 85 HMD MARKET FOR EDUCATION APPLICATION, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 86 HMD MARKET FOR EDUCATION APPLICATION, BY TECHNOLOGY, 2021–2026 (USD MILLION)

FIGURE 56 APAC TO BECOME LARGEST HMD MARKET FOR EDUCATION APPLICATION

BY 2026

TABLE 87 HMD MARKET FOR EDUCATION APPLICATION, BY REGION, 2017–2020 (USD MILLION)



TABLE 88 HMD MARKET FOR EDUCATION APPLICATION, BY REGION, 2021–2026  
(USD MILLION)

#### 9.9 OTHERS

##### 9.9.1 SPACE

9.9.1.1 Space applications have been critical in the HMD market

##### 9.9.2 JOURNALISM

9.9.2.1 Mobile content to play a crucial role

TABLE 89 HMD MARKET FOR OTHER APPLICATIONS, BY TECHNOLOGY,  
2017–2020 (USD MILLION)

TABLE 90 HMD MARKET FOR OTHER APPLICATIONS, BY TECHNOLOGY,  
2021–2026 (USD MILLION)

TABLE 91 HMD MARKET FOR OTHER APPLICATIONS, BY REGION, 2017–2020  
(USD MILLION)

TABLE 92 HMD MARKET FOR OTHER APPLICATIONS, BY REGION, 2021–2026  
(USD MILLION)

## **10 HEAD-MOUNTED DISPLAY MARKET, BY PRODUCT TYPE**

### 10.1 INTRODUCTION

FIGURE 57 HMD MARKET, BY PRODUCT TYPE, 2021–2026 (USD MILLION)

TABLE 93 HMD MARKET, BY PRODUCT TYPE, 2017–2020 (USD MILLION)

TABLE 94 HMD MARKET, BY PRODUCT TYPE, 2021–2026 (USD MILLION)

### 10.2 HEAD-MOUNTED

10.2.1 HEAD-MOUNTED PRODUCTS PLAY A MAJOR ROLE IN VARIOUS  
APPLICATIONS, SUCH AS CONSUMER AND COMMERCIAL

### 10.3 EYEWEAR

10.3.1 MARKET FOR EYEWEAR PRODUCTS IS EXPECTED TO GROW AT A  
HIGHER CAGR OWING TO THE INCREASING DEMAND FOR AR APPLICATIONS

## **11 HEAD-MOUNTED DISPLAY MARKET, BY CONNECTIVITY**

### 11.1 INTRODUCTION

TABLE 95 HMD MARKET SIZE IN TERMS OF VALUE AND VOLUME, 2017–2020

TABLE 96 HMD MARKET SIZE IN TERMS OF VALUE AND VOLUME, 2021–2026

FIGURE 58 WIRELESS HMD MARKET EXPECTED TO GROW AT A HIGHER CAGR  
DURING FORECAST PERIOD

TABLE 97 HMD MARKET, BY CONNECTIVITY, 2017–2020 (USD MILLION)

TABLE 98 HMD MARKET, BY CONNECTIVITY, 2021–2026 (USD MILLION)

### 11.2 WIRED

11.2.1 WIRED HEADSETS OFTEN WORK IN COMBINATION WITH EXTERNAL CAMERAS TO TRACK USER'S HEAD WITH BETTER ACCURACY

11.3 WIRELESS

11.3.1 WIRELESS HMDS GENERALLY USE SMARTPHONES FOR DISPLAY AND PROCESSING

## 12 GEOGRAPHIC ANALYSIS

12.1 INTRODUCTION

FIGURE 59 GEOGRAPHIC SNAPSHOT: HMD MARKET IN APAC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 60 US TO HOLD LARGEST SIZE OF HMD MARKET FROM 2021 TO 2026

TABLE 99 HMD MARKET, BY REGION, 2017–2020 (USD MILLION)

TABLE 100 HMD MARKET, BY REGION, 2021–2026 (USD MILLION)

12.2 AMERICAS

FIGURE 61 AMERICAS: SNAPSHOT OF HMD MARKET

TABLE 101 HMD MARKET IN AMERICAS, BY REGION, 2017–2020 (USD MILLION)

TABLE 102 HMD MARKET IN AMERICAS, BY REGION, 2021–2026 (USD MILLION)

TABLE 103 HMD MARKET IN AMERICAS, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 104 HMD MARKET IN AMERICAS, BY TECHNOLOGY, 2021–2026 (USD MILLION)

TABLE 105 HMD MARKET IN AMERICAS, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 106 HMD MARKET IN AMERICAS, BY APPLICATION, 2021–2026 (USD MILLION)

12.2.1 IMPACT OF COVID-19 ON HMD MARKET IN AMERICAS

12.2.2 NORTH AMERICA

TABLE 107 HMD MARKET IN NORTH AMERICA, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 108 HMD MARKET IN NORTH AMERICA, BY COUNTRY, 2021–2026 (USD MILLION)

TABLE 109 HMD MARKET IN NORTH AMERICA, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 110 HMD MARKET IN NORTH AMERICA, BY TECHNOLOGY, 2021–2026 (USD MILLION)

12.2.2.1 US

12.2.2.1.1 Increased use of HMDs for defense applications to contribute to market growth in US

#### 12.2.2.2 Canada

12.2.2.2.1 Increasing investments in cutting-edge technologies to fuel market growth in Canada

#### 12.2.2.3 Mexico

12.2.2.3.1 Promising growth potential for HMD market in Mexico

### 12.2.3 SOUTH AMERICA

12.2.3.1 Growing consumer market to drive market growth

TABLE 111 HMD MARKET IN SOUTH AMERICA, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 112 HMD MARKET IN SOUTH AMERICA, BY TECHNOLOGY, 2021–2026 (USD MILLION)

### 12.3 EUROPE

FIGURE 62 EUROPE: SNAPSHOT OF HMD MARKET

TABLE 113 HMD MARKET IN EUROPE, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 114 HMD MARKET IN EUROPE, BY COUNTRY, 2021–2026 (USD MILLION)

TABLE 115 HMD MARKET IN EUROPE, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 116 HMD MARKET IN EUROPE, BY TECHNOLOGY, 2021–2026 (USD MILLION)

TABLE 117 HMD MARKET IN EUROPE, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 118 HMD MARKET IN EUROPE, BY APPLICATION, 2021–2026 (USD MILLION)

#### 12.3.1 IMPACT OF COVID-19 ON HMD MARKET IN EUROPE

#### 12.3.2 UK

12.3.2.1 Increasing focus on digitization in UK to drive market growth

#### 12.3.3 GERMANY

12.3.3.1 Surging adoption of new technologies in manufacturing sector to contribute to market growth in Germany

#### 12.3.4 FRANCE

12.3.4.1 Surging adoption of HMDs in retail sector to enhance market growth in France

#### 12.3.5 ITALY

12.3.5.1 Continuous focus on digitalization likely to drive market growth

#### 12.3.6 REST OF EUROPE

12.3.6.1 Inflow of products and technologies from UK, Germany, and France to propel market growth

### 12.4 ASIA PACIFIC

FIGURE 63 ASIA PACIFIC: SNAPSHOT OF HMD MARKET

TABLE 119 HMD MARKET IN APAC, BY COUNTRY, 2017–2020 (USD MILLION)

TABLE 120 HMD MARKET IN APAC, BY COUNTRY, 2021–2026 (USD MILLION)

TABLE 121 HMD MARKET IN APAC, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 122 HMD MARKET IN APAC, BY TECHNOLOGY, 2021–2026 (USD MILLION)

TABLE 123 HMD MARKET IN APAC, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 124 HMD MARKET IN APAC, BY APPLICATION, 2021–2026 (USD MILLION)

12.4.1 IMPACT OF COVID-19 ON HMD MARKET IN APAC

12.4.2 CHINA

12.4.2.1 High number of local players producing HMDs to drive market growth

12.4.3 JAPAN

12.4.3.1 High growth of healthcare sector to fuel market growth

12.4.4 INDIA

12.4.4.1 Increasing awareness about advanced technologies to play a crucial role in market growth

12.4.5 AUSTRALIA

12.4.5.1 Increased demand in entertainment applications to fuel HMD market growth

12.4.6 SOUTH KOREA

12.4.6.1 Digital revolution in enterprise and industrial applications to drive market growth

12.4.7 REST OF APAC

12.4.7.1 High consumer spending to boost HMD market in Rest of APAC countries

12.5 ROW

TABLE 125 HMD MARKET IN ROW, BY REGION, 2017–2020 (USD MILLION)

TABLE 126 HMD MARKET IN ROW, BY REGION, 2021–2026 (USD MILLION)

TABLE 127 HMD MARKET IN ROW, BY TECHNOLOGY, 2017–2020 (USD MILLION)

TABLE 128 HMD MARKET IN ROW, BY TECHNOLOGY, 2021–2026 (USD MILLION)

TABLE 129 HMD MARKET IN ROW, BY APPLICATION, 2017–2020 (USD MILLION)

TABLE 130 HMD MARKET IN ROW, BY APPLICATION, 2021–2026 (USD MILLION)

12.5.1 IMPACT OF COVID-19 ON HMD MARKET IN ROW

12.5.2 MIDDLE EAST

12.5.2.1 Oil & gas and mining industries to fuel demand for HMDs

12.5.3 AFRICA

12.5.3.1 Focus on technological advancements to fuel growth of HMD market

## 13 COMPETITIVE LANDSCAPE

### 13.1 INTRODUCTION

FIGURE 64 COMPANIES ADOPTED PRODUCT LAUNCHES AND DEVELOPMENTS, CONTRACTS, PARTNERSHIPS, AGREEMENTS, AND ACQUISITIONS AS KEY

GROWTH STRATEGIES FROM 2018 TO 2021

13.2 REVENUE ANALYSIS OF TOP PLAYERS

FIGURE 65 TOP PLAYERS IN HEAD-MOUNTED DISPLAY MARKET, 2015–2019

13.3 MARKET SHARE ANALYSIS OF KEY PLAYERS IN HEAD-MOUNTED DISPLAY MARKET IN 2020

TABLE 131 HEAD-MOUNTED DISPLAY MARKET: DEGREE OF COMPETITION

TABLE 132 HEAD-MOUNTED DISPLAY MARKET RANKING ANALYSIS

13.4 COMPANY EVALUATION QUADRANT

13.4.1 STAR

13.4.2 EMERGING LEADER

13.4.3 PERVASIVE

13.4.4 PARTICIPANT

FIGURE 66 HEAD-MOUNTED DISPLAY MARKET: COMPANY EVALUATION QUADRANT, 2020

13.5 COMPANY EVALUATION QUADRANT – PRODUCT FOOTPRINT

13.5.1 COMPANY FOOTPRINT, BY TECHNOLOGY (20 COMPANIES)

13.5.2 COMPANY FOOTPRINT, BY APPLICATION (20 COMPANIES)

13.5.3 COMPANY FOOTPRINT, BY REGION (20 COMPANIES)

13.5.4 COMPANY FOOTPRINT

13.6 STARTUP/SME EVALUATION QUADRANT, 2020

13.6.1 PROGRESSIVE COMPANY

13.6.2 RESPONSIVE COMPANY

13.6.3 DYNAMIC COMPANY

13.6.4 STARTING BLOCK

FIGURE 67 HEAD-MOUNTED DISPLAY MARKET (GLOBAL) STARTUP/SME EVALUATION QUADRANT, 2020

13.7 COMPETITIVE SITUATIONS AND TRENDS

13.7.1 NEW PRODUCT LAUNCHES AND DEVELOPMENTS

TABLE 133 NEW PRODUCT LAUNCHES AND DEVELOPMENTS, 2019–2021

13.7.2 DEALS

TABLE 134 DEALS, 2019–2021

## **14 COMPANY PROFILES**

14.1 INTRODUCTION

(Business overview, Products/solutions/services offered, Recent developments & MnM View)\*

14.2 KEY PLAYERS

14.2.1 SONY

TABLE 135 SONY: BUSINESS OVERVIEW

FIGURE 68 SONY: COMPANY SNAPSHOT

14.2.2 GOOGLE

TABLE 136 GOOGLE: BUSINESS OVERVIEW

FIGURE 69 GOOGLE: COMPANY SNAPSHOT

14.2.3 MICROSOFT

TABLE 137 MICROSOFT: BUSINESS OVERVIEW

FIGURE 70 MICROSOFT: COMPANY SNAPSHOT

14.2.4 OCULUS VR (FACEBOOK)

TABLE 138 OCULUS VR (FACEBOOK): BUSINESS OVERVIEW

14.2.5 HTC

TABLE 139 HTC: BUSINESS OVERVIEW

FIGURE 71 HTC: COMPANY SNAPSHOT

14.2.6 SEIKO EPSON

FIGURE 72 SEIKO EPSON: COMPANY SNAPSHOT

14.2.7 SAMSUNG ELECTRONICS

TABLE 140 SAMSUNG ELECTRONICS: BUSINESS OVERVIEW

FIGURE 73 SAMSUNG ELECTRONICS: COMPANY SNAPSHOT

14.2.8 LENOVO

TABLE 141 LENOVO: BUSINESS OVERVIEW

FIGURE 74 LENOVO: COMPANY SNAPSHOT

14.2.9 MAGIC LEAP, INC.

TABLE 142 MAGIC LEAP: BUSINESS OVERVIEW

14.2.10 VUZIX

TABLE 143 VUZIX: BUSINESS OVERVIEW

FIGURE 75 VUZIX: COMPANY SNAPSHOT

\*Details on Business overview, Products/solutions/services offered, Recent developments & MnM View might not be captured in case of unlisted companies.

14.3 OTHER PLAYERS

14.3.1 PANASONIC CORPORATION

14.3.2 XIAOMI CORPORATION

14.3.3 BAE SYSTEMS

14.3.4 META COMPANY

14.3.5 THALES

14.3.6 ULTRALEAP

14.3.7 REALWEAR

14.3.8 MERGE LABS

14.3.9 DYNABOOK AMERICAS

14.3.10 OPTINVENT

## 14.4 STARTUP ECOSYSTEM

14.4.1 SOLOS

14.4.2 LYNX

14.4.3 BEYEONICS SURGICAL LTD.

14.4.4 NIMO PLANET

14.4.5 EVERYSIGHT

## 15 APPENDIX

15.1 INSIGHTS OF INDUSTRY EXPERTS

15.2 DISCUSSION GUIDE

15.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

15.4 AVAILABLE CUSTOMIZATIONS

15.5 RELATED REPORTS

15.6 AUTHOR DETAILS

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