

Immersive Analytics Market by Offering (Hardware, Solutions, Services), End-use Industry (Healthcare, Construction, Automotive & Transportation, Media & Entertainment), Application, and Region - Global Forecast to 2028

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Abstracts

MarketsandMarkets forecasts the immersive analytics market size is projected to grow from USD 0.8 billion in 2023 to USD 6.7 billion by 2028, at a CAGR of 51.7% during the forecast period. The rising demand for analyzing and understanding heterogeneous data with data visualization tools will drive the growth of the immersive analytics market. Analyzing heterogeneous data can also offer advantages as it can provide a more comprehensive understanding of a complex system or issue, leading to better decision-making and insights.

'By Hardware, the Sensors & Controllers segment is expected to grow with the highest CAGR during the forecast period'

Sensors and controllers play vital roles in enhancing immersive analytics. Sensors gather information about the user's surroundings and physical state, while controllers enable users to interact with the immersive environment. The collected data and interaction can be leveraged to enhance the user's experience and create more engaging and informative analytics. Positional tracking sensors track the user's movements and position, while handheld controllers enable users to manipulate and select virtual objects. Gesture recognition technology interprets hand gestures and body movements, while eye tracking monitors the user's gaze. Voice recognition allows for interaction through voice commands.

'By service, the managed services segment is expected to grow with the highest CAGR

during the forecast period'

Managed services are important as they are specifically related to client experiences. A technological domain requires well-delivered managed services. The services offered must fit perfectly into the client's environment. Technical expertise, service consistency, and flexibility must be provided by vendors regardless of the client's location. Managed service providers offer technical expertise, consistency, and flexibility, regardless of the client's location. They deal with all the pre-and post-deployment questions and needs of clients.

'Asia Pacific is expected to have the largest market share during the forecast period'

Companies operating in this region will benefit from flexible economic conditions, the industrialization-and globalization-motivated policies of governments, and the expanding digitalization and technological adoption, all of which are expected to have a huge impact on the business community in the region. The growth of the immersive analytics market is anticipated to be fueled by the surge in urbanization in the region. Asia Pacific has a significant technology adoption rate and is expected to record the highest growth rate in the immersive analytics market over the next few years.

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 – 39%, and Tier 3 – 26%

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

By Region: North America – 38%, Europe – 40%, Asia Pacific – 21%, RoW- 1%

The major players in the immersive analytics market are IBM (US), Microsoft (US), SAP (Germany), Google (US), TIBCO (US), HPE (US), Magic Leap (US), Accenture (Ireland), HTC (Taiwan), Meta (US), Tableau (US), Kognitiv Spark (Canada), Aventior (US), Immersion Analytics (US), BadVR (US), Virtualitics (US), Softcare Studios (Italy), JuJu Immersive (UK), ARSOME Technology (US), Varjo (Finland), Cognitive3D (Canada), SenseGlove (Netherlands), DPVR (China), PICO (US), Reply (Italy). These players have adopted various growth strategies, such as partnerships, agreements and

collaborations, new product launches and product enhancements, and acquisitions to expand their footprint in the immersive analytics market.

Research Coverage

The market study covers the immersive analytics market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offering, end-use industry, and region. 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 immersive analytics 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 (Advancement in immersive technology and increasing digitalization, the large amount and complexity of the data available for analysis will increase the demand of immersive analytics market, the rising demand to analyze and understand heterogeneous data with data visualization tools, growing adoption of Head-Mounted Displays (HMDs) for 3D data visualization), restraints (High cost to deploy infrastructure required for immersive analytics), opportunities (Immersive analytics will help to generate new revenue streams for businesses, increasing demand of IoT and will create huge potential for immersive analytics, adoption of immersive analytics will enable firms to provide more personalized customer experience), and challenges (Complex data ecosystem leading to data breaches and security issues, lack of analytical knowledge among the workforces) influencing the growth of the immersive analytics market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the

immersive analytics market.

Market Development: Comprehensive information about lucrative markets – the report analyses the immersive analytics market across varied regions

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like IBM (US), Microsoft (US), SAP (Germany), Google (US), TIBCO (US), HPE (US), Magic Leap (US), Accenture (Ireland), HTC (Taiwan), Meta (US), Tableau (US), Kognitiv Spark (Canada), Aventior (US), Immersion Analytics (US), BadVR (US), Virtualitics (US), Softcare Studios (Italy), JuJu Immersive (UK), ARSOME Technology (US), Varjo (Finland), Cognitive3D (Canada), SenseGlove (Netherlands), DPVR (China), PICO (US), Reply (Italy).

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