

# **Military Wearables Market by End User (Army, Navy, Air Force), Technology, Wearable Type (Headwear, Eyewear, Wristwear, Hearables and Bodywear) and Region (North America, Europe, Asia Pacific, Middle East, Rest of the World) - Global Forecast to 2027**

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## **Abstracts**

The military wearables market size is projected to grow from USD 3.1 Billion in 2022 to USD 3.4 Billion by 2027, at a CAGR of 1.8% from 2022 to 2027. The military wearables market is envisioned to grow on account of the soldier modernization programs undertaken by several nations across the globe. These nations are actively integrating cutting-edge technologies like advanced head mounted displays, body diagnostics sensors, advanced personal clothing, improved navigation & communication devices, and other types of military wearables in their standard soldier equipment list to enhance their combat effectiveness.

The land forces segment is projected to dominate market share in the End User segment during the forecast period

Based on end user, the land forces segment is projected to domainate market share during the forecast period as most of the current generation wearable technologies are designed to enhance the combat effectiveness of land forces as these personnel are often exposed to hazardous working conditions leading to anxiety, depression, and an increased risk of loss of life due to external danger.

The vision & surveillance segment projected to lead military wearables market during forecast period

Based on technology, the video & surveillance segment is projected to lead the military

wearables market during the forecast period. The market is also witnessing huge demand for Augmented Reality (AR) & Virtual Reality (VR) technology-based product. Additionally, advancement in the night vision headwear technologies is also driving the market as these technologies help armed forces carry out critical mission at night or during conditions with low visibility.

Headwear segment is expected to account for the largest share in 2022

Based on wearables type, the headwear segment is projected to lead the military wearables market during the forecast period. This segment has been further segmented into eyewear, body wear, hearables, wristwear. There is huge demand due to the integration of the headwear with advanced technology (Augmented Reality (AR) & Virtual Reality (VR)) is the driven factor for wearables segment.

Asia Pacific is expected to account for the largest share in 2022

The Military Wearables industry has been studied for North America, Europe, Asia Pacific, Middle East, and Rest of the World. Asia Pacific accounted for the largest market share in 2022, and Middle East is projected to witness the highest CAGR during the forecast period. The escalating geopolitical tension in the regions has encouraged investments towards the adoption of modern wearable technologies of the soldiers, which favors the growth potential of the market in focus in the regions.

The break-up of profile of primary participants in the Simulators market:

By Company Type: Tier 1 – 55%, Tier 2 – 25%, and Tier 3 – 20%

By Designation: C Level – 50%, Director Level – 25%, Others-25%

By Region: North America –60%, Europe – 20%, AsiaPacific – 10%,Middle East – 5%, and Rest of the World – 5%

Major players operating in the military wearables market are BAE Systems PLC (UK), Elbit Systems Ltd.(Israel), Rheinmetall AG(Germany), Thales Group(France), Saab AB(Sweden), Aselsan A.S(Turkey), General Dynamic Corporation (US) are some of the market players.

Research Coverage:

*Military Wearables Market by End User (Army, Navy, Air Force), Technology, Wearable Type (Headwear, Eyewear, W...*

The report segments the military wearables market based on End User, Technology, Wearable Type and Region. Based on End User, the military wearables market is segmented into Army, Navy, & Air Force. Based on the technology, the market is segmented into communication & computing, network and connectivity management, navigation, vision & surveillance, exoskeleton, monitoring, power and energy source, smart textiles. Based on the wearables type, the market is segmented into headwear, eyewear, wristwear, hearables, bodywear. The military wearables market has been studied for North America, Europe, Asia Pacific, Middle East, and Rest of the World. The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the military wearables market. A detailed analysis of the key industry players has been done to provide insights into their business overviews; solutions and services; key strategies; Contracts, partnerships, agreements new product & service launches, mergers and acquisitions; and recent developments associated with the military wearables market. Competitive analysis of upcoming startups in the military wearables market ecosystem is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall military wearables market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on military wearables offered by the top players in the market

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

**Market Development:** Comprehensive information about lucrative markets – the report analyzes the military wearables market across varied regions

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the military wearables market

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players in the military wearables market

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