

Mobile Augmented Reality Market with COVID-19 Impact Analysis by Device Type (Smartphones, Tablets, PDAs), Offering (Software, Services), Application (Consumer, Healthcare, Enterprise, Commercial), and Region - Global Forecast to 2025

<https://marketpublishers.com/r/M7ED97DE9D9EN.html>

Date: October 2020

Pages: 204

Price: US\$ 4,950.00 (Single User License)

ID: M7ED97DE9D9EN

Abstracts

The mobile augmented reality (AR) market is projected to grow from USD 7.6 billion in 2020 to USD 29.5 billion by 2025; it is expected to grow at a CAGR of 31.1% from 2020 to 2025. With the rising use of smartphones and AR browsers, consumers are gradually accepting this human-computer interaction (HCI), and mobile augmented reality is gaining attention in terms of further research. The rise in demand for mobile AR from retail sector to enhance consumers shopping experience, increase in online gaming activities during COVID-19 pandemic, and surge in adoption of AR technology by travel & tourism and education sector are the key factors driving the market growth.

“Mobile augmented reality software apps and SDKs are expected to grow at a high CAGR during forecast period”

AR application platforms enable users to create AR images by providing them easy interface; for instance, an AR creation platform named Aurasma is a simple, drag-and-drop AR creation studio that allows users to augment images with digital content. Mobile AR application platforms are easy to learn and are basically used for classroom applications. These platforms are also used for smaller projects with simple multimedia overlays, such as images or short videos but have their own limitations. These platforms leave the AR creator with no control over the design of the application interface. Moreover, software development kit (SDK) is a set of software development tools that allows the creation of applications for a particular software package, software framework, hardware platform, and operating system.

“Consumer application is expected to maintain its market dominance during forecast period”

The consumer application includes gaming and entertainment applications wherein mobile AR apps are useful in creating 3D virtual objects in the real world. The mobile augmented reality technology offers remarkable results regarding visual effects when used in gaming and sports broadcasts. The demand for AR apps in video games and gaming consoles is very high. These apps give a 3D view of virtual objects in the real world. Therefore, users can play a game in the real environment.

“North America holds a significant share of the market in 2020”

Key players in the MAR market, such as Google (US), PTC (US), and Apple (US), are based in North America, which is the key factor contributing to the growth of the MAR market in the region, along with the rising adoption of new technologies by companies based in the region to simplify industrial operations.

The MAR market in Asia Pacific is expected to grow at a high rate for applications such as healthcare, commercial, industrial, and consumer. The increasing number of players that develop mobile apps in the region would support the growth of the MAR market. In Asia Pacific, this market is majorly driven by the growing number of internet users in China and India with the rapid development of high-speed broadband networks and mobile devices. This growth opens avenues for AR technology, which provides 3D visualization of information merged in real time using smartphones and tablets.

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 industry experts in the mobile augmented reality marketplace. The break-up of primary participants for the report has been shown below:

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%, APAC – 35%, Europe – 12%, and RoW – 8%

The report profiles key players in the mobile augmented reality market with their

respective market ranking analysis. Prominent players profiled in this report are Google (US), PTC (US), Apple (US), Wikitude (Austria), Samsung Electronics (South Korea), Blippar (UK), MAXST (South Korea), Magic Leap US), Upskill (US), Atheer (US), Marxent Labs (US), Inglobe Technologies (Italy), Augment (France), Niantic (US), NEXT/NOW (US), 8ninths (US), Groove Jones (US), VironIT (US), Scope AR (US), EON Reality (US), INDE (UK), Zappar (UK), HQSoftware (Estonia), Talespin (US), Scanta (US), Craftars (Romania), Appentus Technologies (India), and BidOn Games Studio (Ukraine).

Research Coverage:

This research report categorizes the mobile augmented reality market on the basis of type, offering, device type, application, and geography. The report describes the major drivers, restraints, challenges, and opportunities pertaining to the mobile augmented reality market and forecasts the same till 2025 (including analysis of COVID-19 impact on the market). Apart from these, the report also consists of leadership mapping and analysis of all the companies included in the mobile augmented reality ecosystem.

Key Benefits of Buying the Report

The report would help leaders/new entrants in this market in the following ways:

1. This report segments the mobile augmented reality market comprehensively and provides the closest market size projection for all subsegments across different regions.
2. The report helps stakeholders understand the pulse of the market and provides them with information on key drivers, restraints, challenges, and opportunities for market growth.
3. This report would help stakeholders understand their competitors better and gain more insights to improve their position in the business. The competitive landscape section includes competitor ecosystem, product developments and launches, partnerships, and mergers and acquisitions.
4. The analysis of the top 25 companies, based on the strength of the market rank as well as the product footprint will help stakeholders visualize the market positioning of these key players.
5. Patent analysis and technological trends that will shape the market in the coming years have also been covered in this report.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 DEFINITION AND SCOPE

1.2.1 INCLUSIONS AND EXCLUSIONS

1.3 STUDY SCOPE

1.3.1 MARKETS COVERED

FIGURE 1 MARKET SEGMENTATION

1.3.2 YEARS CONSIDERED

1.4 CURRENCY

1.5 SUMMARY OF CHANGES

1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 MOBILE AR MARKET: PROCESS FLOW OF MARKET SIZE ESTIMATION

FIGURE 3 MOBILE AUGMENTED REALITY 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 MOBILE AR MARKET: RESEARCH METHODOLOGY

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY

2.2.1 BOTTOM-UP APPROACH

2.2.1.1 Approach for capturing market share by bottom-up analysis (demand side)

FIGURE 6 MOBILE AR MARKET: BOTTOM-UP APPROACH

FIGURE 7 MARKET SIZE CALCULATION BY BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

2.2.2.1 Approach for capturing market share by top-down analysis (supply side)

FIGURE 8 MOBILE AR 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 OF RESEARCH STUDY

3 EXECUTIVE SUMMARY

FIGURE 12 MOBILE AUGMENTED REALITY MARKET, 2016–2025 (USD MILLION)

FIGURE 13 MOBILE AUGMENTED REALITY MARKET SHARE, BY DEVICE TYPE
(2019 VS. 2025)

FIGURE 14 CONSUMER APPLICATION TO ACCOUNT FOR LARGEST SIZE OF
MOBILE AUGMENTED REALITY MARKET IN 2025

FIGURE 15 NORTH AMERICA TO CAPTURE LARGEST SIZE OF MOBILE
AUGMENTED REALITY MARKET IN 2025

3.1 COVID-19 IMPACT ON MOBILE AUGMENTED REALITY MARKET

FIGURE 16 COVID-19 IMPACT ON MOBILE AUGMENTED REALITY 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 MOBILE AUGMENTED REALITY MARKET, 2020–2025 (USD BILLION)

FIGURE 17 ATTRACTIVE OPPORTUNITIES FOR MOBILE AUGMENTED REALITY
MARKET

4.2 MOBILE AUGMENTED REALITY MARKET, BY APPLICATION

FIGURE 18 CONSUMER APPLICATION TO CONTINUE TO HOLD LARGEST SHARE
OF MOBILE AUGMENTED REALITY MARKET FROM 2016 TO 2025

4.3 MOBILE AUGMENTED REALITY MARKET IN NORTH AMERICA, BY
APPLICATION AND COUNTRY

FIGURE 19 US TO ACCOUNT FOR LARGEST SHARE OF NORTH AMERICAN
MARKET IN 2025

4.4 APAC IS EXPECTED TO EMERGE AS FASTEST GROWING MARKET FROM
2020 TO 2025

FIGURE 20 CHINA AND JAPAN ESTIMATED TO EMERGE AS FAST-GROWING
MARKETS

4.5 MOBILE AUGMENTED REALITY MARKET, BY OFFERING

FIGURE 21 SERVICES TO CONTINUE TO RECORD LARGEST MARKET SIZE
DURING FORECAST PERIOD

4.6 MOBILE AUGMENTED REALITY MARKET, BY DEVICE TYPE

FIGURE 22 SMARTPHONES WILL CONTINUE TO ACCOUNT FOR LARGEST SIZE OF

MOBILE AUGMENTED REALITY MARKET DURING FORECAST PERIOD

4.7 MOBILE AUGMENTED REALITY MARKET, BY REGION

FIGURE 23 NORTH AMERICA WILL HOLD LARGEST SIZE OF GLOBAL MOBILE AUGMENTED REALITY MARKET THROUGHOUT FORECAST PERIOD

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 EVOLUTION OF AUGMENTED REALITY TECHNOLOGY

FIGURE 24 EVOLUTION OF AUGMENTED REALITY TECHNOLOGY

5.3 MARKET DYNAMICS

FIGURE 25 INCREASED DEMAND FOR MOBILE AR IN GAMING AND RETAIL SECTORS DRIVES MOBILE AR MARKET GROWTH

5.3.1 DRIVERS

5.3.1.1 Increase in online gaming activities during COVID-19 pandemic

5.3.1.2 Rise in demand for mobile AR from retail sector to enhance consumers' shopping experience

FIGURE 26 ADOPTION OF AR TECHNOLOGY IN RETAIL SECTOR, BY APPLICATION

5.3.1.3 Surge in adoption of AR technology by travel & tourism and education sectors

5.3.2 RESTRAINTS

5.3.2.1 Limited processing power and storage capacity

5.3.2.2 Limited user interface affecting navigation performance of AR apps

5.3.3 OPPORTUNITIES

5.3.3.1 Increased demand for AR technology from automotive sector

5.3.3.2 Unique value proposition through social media apps

5.3.3.3 High focus of armed forces on digitalization, along with rise in demand from aerospace industry

5.3.4 CHALLENGES

5.3.4.1 Social and privacy-related issues impacting adoption rate

5.3.4.2 Requirement to reconfigure and redesign AR apps for different platforms and applications

5.4 PRICING ANALYSIS

TABLE 1 DEVELOPERS' HOURLY RATES FOR DIFFERENT REGIONS

TABLE 2 COMPARISON OF SDK PRICING

5.5 MOBILE AUGMENTED REALITY MARKET: CASE STUDIES

5.5.1 MOBIDEV CREATED AR APP TO INCREASE CUSTOMER ENGAGEMENT

5.5.2 RUFFLES COULD INCREASE SALES WITH AR GAME—AMIGO
5.6 REGULATORY LANDSCAPE
5.7 PATENT ANALYSIS
FIGURE 27 AR AND VR PATENT FILINGS

6 INDUSTRY TRENDS

6.1 INTRODUCTION
6.2 VALUE CHAIN ANALYSIS
FIGURE 28 AR VALUE CHAIN ANALYSIS (2019): MAJOR VALUE IS ADDED DURING RESEARCH & PRODUCT DEVELOPMENT AND MANUFACTURING STAGES
6.2.1 AR ECOSYSTEM
FIGURE 29 ELEMENTS OF AR ECOSYSTEM
FIGURE 30 MOBILE AR MARKET VALUE CHAIN ANALYSIS (2019): MAJOR VALUE IS ADDED THROUGH PRIMARY ACTIVITIES
6.3 INDUSTRY TRENDS
6.3.1 HIGH ADOPTION OF AR SMART GLASSES TO IMPROVE WORK EFFICIENCY
6.3.2 INCREASED DEMAND FOR AR FOR RUGGED DISPLAY APPLICATIONS
6.4 AUGMENTED REALITY TECHNOLOGIES
6.4.1 MOBILE AUGMENTED REALITY
6.4.2 MONITOR-BASED TECHNOLOGY
6.4.3 NEAR-EYE-BASED TECHNOLOGY

7 TYPES OF MOBILE AUGMENTED REALITY

7.1 INTRODUCTION
TABLE 3 COMPARISON BETWEEN MARKER-BASED AND MARKERLESS AR
7.2 MARKER-BASED AUGMENTED REALITY
7.2.1 PASSIVE MARKER
7.2.1.1 Passive marker is most widely used type of marker-based augmented reality
7.2.2 ACTIVE MARKER
7.2.2.1 Active marker uses LED to track objects
7.3 MARKERLESS AUGMENTED REALITY
7.3.1 MODEL-BASED TRACKING
7.3.1.1 Model-based tracking depends on camera movements
7.3.2 IMAGE PROCESSING-BASED TRACKING
7.3.2.1 Image processing-based tracking requires optical scanners or cameras for

processing images

7.4 ANCHOR-BASED AUGMENTED REALITY

7.4.1 ANCHOR-BASED AR IS USED TO OVERLAY VIRTUAL IMAGES IN REAL SPACE

8 MOBILE AUGMENTED REALITY MARKET, BY OFFERING

8.1 INTRODUCTION

FIGURE 31 MOBILE AUGMENTED REALITY MARKET FOR SERVICES TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 4 MOBILE AUGMENTED REALITY MARKET, BY OFFERING, 2016–2019 (USD MILLION)

TABLE 5 MOBILE AUGMENTED REALITY MARKET, BY OFFERING, 2020–2025 (USD MILLION)

8.2 MAR SOFTWARE

8.2.1 SOFTWARE, BY FUNCTION

8.2.1.1 Workflow optimization and remote collaboration are most trending applications of augmented reality

8.2.1.1.1 Remote collaboration

8.2.1.1.2 Workflow optimization

8.2.1.1.3 Documentation

8.2.1.1.4 Visualization

8.2.1.1.5 3D modeling

8.2.1.1.6 Navigation

8.2.2 MOBILE AR APPLICATION PLATFORMS

8.2.2.1 Mobile AR application platforms are easy to learn

TABLE 6 COMPARISON BETWEEN ONLINE AR PLATFORMS AND AR PROGRAM

8.2.3 MOBILE AR SOFTWARE DEVELOPMENT KITS

8.2.3.1 SDKs are used for deploying AR solutions for specific requirements and frameworks

8.3 MAR SERVICES

8.3.1 AR DESIGN AND DEVELOPMENT

8.3.1.1 AR design and development service providers ensure successful installation of MAR apps

8.3.2 DEPLOYMENT AND SUPPORT SERVICES

8.3.2.1 Cloud-based services

8.3.2.1.1 Emergence of mobile devices with AR capabilities creates need for cloud-based AR services

8.3.3 AR AS A SERVICE

8.3.3.1 Samsung has developed new AR Zone—AR as a Service

8.3.4 AR SUPPORT SERVICES

8.3.4.1 Maintenance and support services help users to make their AR mobile apps convenient to use

8.4 IMPACT OF COVID-19 ON OFFERINGS

9 MOBILE AUGMENTED REALITY MARKET, BY DEVICE TYPE

9.1 INTRODUCTION

FIGURE 32 MOBILE AUGMENTED REALITY MARKET, BY DEVICE TYPE, 2020 VS. 2025 (USD MILLION)

TABLE 7 MOBILE AUGMENTED REALITY MARKET, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 8 MOBILE AUGMENTED REALITY MARKET, BY DEVICE TYPE, 2020–2025 (USD MILLION)

9.2 SMARTPHONES

9.2.1 USE OF SMARTPHONE-INSTALLED AR APPS FOR MARKETING AND ADVERTISING APPLICATIONS FOSTERS MAR MARKET GROWTH

TABLE 9 MOBILE AUGMENTED REALITY MARKET FOR SMARTPHONES, BY APPLICATION, 2016–2019 (USD THOUSAND)

TABLE 10 MOBILE AUGMENTED REALITY MARKET FOR SMARTPHONES, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 11 SMARTPHONE-BASED AUGMENTED REALITY APPS

9.3 TABLETS

9.3.1 BIGGER SCREEN SIZE OF TABLETS HELPS INCREASE THEIR DEMAND FOR GAMING AND REMOTE LEARNING APPLICATIONS

TABLE 12 MOBILE AUGMENTED REALITY MARKET FOR TABLETS, BY APPLICATION, 2016–2019 (USD THOUSAND)

TABLE 13 MOBILE AUGMENTED REALITY MARKET FOR TABLETS, BY APPLICATION, 2020–2025 (USD MILLION)

9.4 PERSONAL DIGITAL ASSISTANTS/HANDHELD GAME CONSOLE

9.4.1 ADOPTION OF PERSONAL DIGITAL ASSISTANTS IN CONSUMER APPLICATIONS PROPELS MAR MARKET GROWTH

TABLE 14 MOBILE AUGMENTED REALITY MARKET FOR PERSONAL DIGITAL ASSISTANTS/HANDHELD GAME CONSOLE, BY APPLICATION, 2016–2019 (USD THOUSAND)

TABLE 15 MOBILE AUGMENTED REALITY MARKET FOR PERSONAL DIGITAL ASSISTANTS/HANDHELD GAME CONSOLE, BY APPLICATION, 2020–2025 (USD MILLION)

9.5 OTHER DEVICES

TABLE 16 MOBILE AUGMENTED REALITY MARKET FOR SMART GLASSES AND WEARABLES, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 17 MOBILE AUGMENTED REALITY MARKET FOR SMART GLASSES AND WEARABLES, BY APPLICATION, 2020–2025 (USD MILLION)

9.6 COVID-19 IMPACT ON MOBILE AUGMENTED REALITY MARKET FOR DEVICE TYPES

10 MOBILE AUGMENTED REALITY MARKET, BY APPLICATION

10.1 INTRODUCTION

FIGURE 33 CONSUMER APPLICATION TO CAPTURE LARGEST SIZE OF MOBILE AUGMENTED REALITY MARKET IN 2025

TABLE 18 MOBILE AUGMENTED REALITY MARKET, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 19 MOBILE AUGMENTED REALITY MARKET, BY APPLICATION, 2020–2025 (USD MILLION)

10.2 CONSUMER

10.2.1 GAMING

10.2.1.1 Augmented reality enhances interactivity in gaming and provides more immersive experience to gamers

10.2.2 SPORTS & ENTERTAINMENT

10.2.2.1 Entertainment sector is major market for 3D display technology, thereby creating need for AR technology

TABLE 20 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 21 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION, BY DEVICE TYPE, 2020–2025 (USD MILLION)

TABLE 22 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 23 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 24 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 25 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 26 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 27 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER

APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 28 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER

APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 29 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER

APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 30 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER

APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 31 MOBILE AUGMENTED REALITY MARKET FOR CONSUMER

APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

10.3 AEROSPACE & DEFENSE

10.3.1 AR IS BEING USED IN AEROSPACE & DEFENSE APPLICATIONS
TO COMBAT ENEMIES

TABLE 32 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION, BY DEVICE TYPE, 2016–2019 (USD THOUSAND)

TABLE 33 MOBILE AUGMENTED REALITY MARKET AEROSPACE & DEFENSE
APPLICATION, BY DEVICE TYPE, 2020–2025 (USD MILLION)

TABLE 34 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION, BY REGION, 2016–2019 (USD THOUSAND)

TABLE 35 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 36 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD
THOUSAND)

TABLE 37 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD
THOUSAND)

TABLE 38 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 39 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 40 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD THOUSAND)

TABLE 41 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD THOUSAND)

TABLE 42 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 43 MOBILE AUGMENTED REALITY MARKET FOR AEROSPACE &
DEFENSE APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

10.4 HEALTHCARE

10.4.1 AUGMENTED HEALTHCARE APPS CAN HELP SAVE LIVES AND TREAT PATIENTS SEAMLESSLY, IRRESPECTIVE OF SEVERITY OF ISSUE

TABLE 44 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 45 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION, BY DEVICE TYPE, 2020–2025 (USD MILLION)

TABLE 46 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 47 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 48 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 49 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 50 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 51 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 52 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 53 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 54 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 55 MOBILE AUGMENTED REALITY MARKET FOR HEALTHCARE APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

10.5 COMMERCIAL

10.5.1 RISING DEMAND FOR MOBILE AR APPS IN E-LEARNING AND E-COMMERCE SECTORS DRIVES MARKET GROWTH

10.5.1.1 Tourism and sightseeing

10.5.1.2 E-learning

10.5.1.3 E-commerce and marketing

TABLE 56 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION, BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 57 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION, BY DEVICE TYPE, 2020–2025 (USD MILLION)

TABLE 58 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 59 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL

APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 60 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 61 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 62 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 63 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 64 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 65 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 66 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 67 MOBILE AUGMENTED REALITY MARKET FOR COMMERCIAL APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

10.6 ENTERPRISE (MANUFACTURING)

10.6.1 TRAINING, DEVELOPMENT, DESIGNING ARE FACTORS THAT DRIVE ADOPTION OF MOBILE AR IN ENTERPRISES

TABLE 68 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION, BY DEVICE TYPE, 2016–2019 (USD THOUSAND)

TABLE 69 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION, BY DEVICE TYPE, 2020–2025 (USD MILLION)

TABLE 70 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION, BY REGION, 2016–2019 (USD MILLION)

TABLE 71 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION, BY REGION, 2020–2025 (USD MILLION)

TABLE 72 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 73 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 74 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 75 MOBILE AUGMENTED REALITY MARKET FOR ENTERPRISE APPLICATION IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 76 MOBILE AUGMENTED REALITY MARKET SIZE FOR ENTERPRISE APPLICATION IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 77 MOBILE AUGMENTED REALITY MARKET SIZE FOR ENTERPRISE

APPLICATION IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 78 MOBILE AUGMENTED REALITY MARKET SIZE FOR ENTERPRISE

APPLICATION IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 79 MOBILE AUGMENTED REALITY MARKET SIZE FOR ENTERPRISE

APPLICATION IN ROW, BY REGION, 2020–2025 (USD MILLION)

10.7 OTHERS

10.7.1 ARCHITECTURE AND BUILDING DESIGN (BIM)

10.7.2 GEOSPATIAL MINING

TABLE 80 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS,
BY DEVICE TYPE, 2016–2019 (USD MILLION)

TABLE 81 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS,
BY DEVICE TYPE, 2020–2025 (USD MILLION)

TABLE 82 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS,
BY REGION, 2016–2019 (USD MILLION)

TABLE 83 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS,
BY REGION, 2020–2025 (USD MILLION)

TABLE 84 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN

NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 85 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN

NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 86 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 87 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 88 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 89 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 90 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 91 MOBILE AUGMENTED REALITY MARKET FOR OTHER APPLICATIONS
IN ROW, BY REGION, 2020–2025 (USD MILLION)

10.8 IMPACT OF COVID-19 ON MOBILE AUGMENTED REALITY MARKET

11 GEOGRAPHIC ANALYSIS

11.1 INTRODUCTION

FIGURE 34 APAC TO REGISTER HIGHEST CAGR IN MOBILE AUGMENTED REALITY MARKET DURING FORECAST PERIOD

TABLE 92 MOBILE AUGMENTED REALITY MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 93 MOBILE AUGMENTED REALITY MARKET, BY REGION, 2020–2025 (USD MILLION)

11.2 NORTH AMERICA

FIGURE 35 US TO CONTINUE TO COMMAND NORTH AMERICAN MOBILE AUGMENTED REALITY MARKET DURING FORECAST PERIOD

FIGURE 36 NORTH AMERICA: MOBILE AUGMENTED REALITY MARKET SNAPSHOT

TABLE 94 MOBILE AUGMENTED REALITY MARKET IN NORTH AMERICA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 95 MOBILE AUGMENTED REALITY MARKET IN NORTH AMERICA, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 96 MOBILE AUGMENTED REALITY MARKET IN NORTH AMERICA, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 97 MOBILE AUGMENTED REALITY MARKET IN NORTH AMERICA, BY COUNTRY, 2020–2025 (USD MILLION)

11.2.1 US

11.2.1.1 US to continue to account for largest share of North American mobile augmented reality market during 2020–2025

TABLE 98 MOBILE AUGMENTED REALITY MARKET IN US, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 99 MOBILE AUGMENTED REALITY MARKET IN US, BY APPLICATION, 2020–2025 (USD MILLION)

11.2.2 CANADA

11.2.2.1 Growing use of AR by Canadian companies to market and sell their products fuel market growth

TABLE 100 MOBILE AUGMENTED REALITY MARKET IN CANADA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 101 MOBILE AUGMENTED REALITY MARKET IN CANADA, BY APPLICATION, 2020–2025 (USD MILLION)

11.2.3 MEXICO

11.2.3.1 Increased government spending on AR-related R&D activities fuels mobile augmented reality market growth in Mexico

TABLE 102 MOBILE AUGMENTED REALITY MARKET IN MEXICO, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 103 MOBILE AUGMENTED REALITY MARKET IN MEXICO, BY

APPLICATION, 2020–2025 (USD MILLION)

11.3 EUROPE

FIGURE 37 GERMANY TO CONTINUE TO LEAD MOBILE AUGMENTED REALITY MARKET IN EUROPE DURING FORECAST PERIOD

FIGURE 38 EUROPE: MOBILE AUGMENTED REALITY MARKET SNAPSHOT

TABLE 104 MOBILE AUGMENTED REALITY MARKET IN EUROPE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 105 MOBILE AUGMENTED REALITY MARKET IN EUROPE, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 106 MOBILE AUGMENTED REALITY MARKET IN EUROPE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 107 MOBILE AUGMENTED REALITY MARKET IN EUROPE, BY COUNTRY, 2020–2025 (USD MILLION)

11.3.1 UK

11.3.1.1 Digital drive in UK to boost demand for mobile AR technology

TABLE 108 MOBILE AUGMENTED REALITY MARKET IN UK, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 109 MOBILE AUGMENTED REALITY MARKET IN UK, BY APPLICATION, 2020–2025 (USD MILLION)

11.3.2 GERMANY

11.3.2.1 Increasing use 3D sensing technology by German companies accelerates demand for mobile AR

TABLE 110 MOBILE AUGMENTED REALITY MARKET IN GERMANY, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 111 MOBILE AUGMENTED REALITY MARKET IN GERMANY, BY APPLICATION, 2020–2025 (USD MILLION)

11.3.3 FRANCE

11.3.3.1 Robust presence of established players, such as Total Immersion, would propel mobile augmented reality market growth in France

TABLE 112 MOBILE AUGMENTED REALITY MARKET IN FRANCE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 113 MOBILE AUGMENTED REALITY MARKET IN FRANCE, BY APPLICATION, 2020–2025 (USD MILLION)

11.3.4 REST OF EUROPE

TABLE 114 MOBILE AUGMENTED REALITY MARKET IN REST OF EUROPE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 115 MOBILE AUGMENTED REALITY MARKET IN REST OF EUROPE, BY APPLICATION, 2020–2025 (USD MILLION)

11.4 ASIA PACIFIC (APAC)

FIGURE 39 CHINA TO CONTINUE TO DOMINATE MOBILE AUGMENT REALITY MARKET IN APAC DURING FORECAST PERIOD

FIGURE 40 APAC: MOBILE AUGMENTED REALITY MARKET SNAPSHOT

TABLE 116 MOBILE AUGMENTED REALITY MARKET IN APAC, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 117 MOBILE AUGMENTED REALITY MARKET IN APAC, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 118 MOBILE AUGMENTED REALITY MARKET IN APAC, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 119 MOBILE AUGMENTED REALITY MARKET IN APAC, BY COUNTRY, 2020–2025 (USD MILLION)

11.4.1 CHINA

11.4.1.1 Rise of start-ups in country creating opportunities for mobile AR technology providers

TABLE 120 MOBILE AUGMENTED REALITY MARKET IN CHINA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 121 MOBILE AUGMENTED REALITY MARKET IN CHINA, BY APPLICATION, 2020–2025 (USD MILLION)

11.4.2 JAPAN

11.4.2.1 Use of mobile AR technology by Japan-based companies to automate workflow and reduce human errors propels market growth

TABLE 122 MOBILE AUGMENTED REALITY MARKET IN JAPAN, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 123 MOBILE AUGMENTED REALITY MARKET IN JAPAN, BY APPLICATION, 2020–2025 (USD MILLION)

11.4.3 INDIA

11.4.3.1 Mobile AR technology in India is still in its nascent stage

TABLE 124 MOBILE AUGMENTED REALITY MARKET IN INDIA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 125 MOBILE AUGMENTED REALITY MARKET IN INDIA, BY APPLICATION, 2020–2025 (USD MILLION)

11.4.4 SOUTH KOREA

11.4.4.1 Increased investments in AR/VR technologies accelerate mobile augmented reality market growth

TABLE 126 MOBILE AUGMENTED REALITY MARKET IN SOUTH KOREA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 127 MOBILE AUGMENTED REALITY MARKET IN SOUTH KOREA, BY APPLICATION, 2020–2025 (USD MILLION)

11.4.5 REST OF APAC

TABLE 128 MOBILE AUGMENTED REALITY MARKET IN REST OF APAC, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 129 MOBILE AUGMENTED REALITY MARKET IN REST OF APAC, BY APPLICATION, 2020–2025 (USD MILLION)

11.5 REST OF THE WORLD (ROW)

TABLE 130 MOBILE AUGMENTED REALITY MARKET IN ROW, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 131 MOBILE AUGMENTED REALITY MARKET IN ROW, BY APPLICATION, 2020–2025 (USD MILLION)

TABLE 132 MOBILE AUGMENTED REALITY MARKET IN ROW, BY REGION, 2016–2019 (USD MILLION)

TABLE 133 MOBILE AUGMENTED REALITY MARKET IN ROW, BY REGION, 2020–2025 (USD MILLION)

11.5.1 MIDDLE EAST AND AFRICA

11.5.1.1 Consumer electronics is major application area of mobile AR in MEA
FIGURE 41 MIDDLE EAST AND AFRICA TO REGISTER HIGHER CAGR IN MOBILE AUGMENT REALITY MARKET IN ROW REGION DURING FORECAST PERIOD

TABLE 134 MOBILE AUGMENTED REALITY MARKET IN MIDDLE EAST AND AFRICA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 135 MOBILE AUGMENTED REALITY MARKET IN MIDDLE EAST & AFRICA, BY APPLICATION, 2020–2025 (USD MILLION)

11.5.2 SOUTH AMERICA

11.5.2.1 High demand for mobile AR technology in consumer applications accelerates South American market growth

TABLE 136 MOBILE AUGMENTED REALITY MARKET IN SOUTH AMERICA, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 137 MOBILE AUGMENTED REALITY MARKET IN SOUTH AMERICA, BY APPLICATION, 2020–2025 (USD MILLION)

11.6 COVID-19 IMPACT ON GEOGRAPHIES

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

FIGURE 42 STRATEGIES ADOPTED BY KEY PLAYERS

12.2 RANKING OF PLAYERS IN MOBILE AUGMENTED REALITY MARKET

FIGURE 43 RANKING OF TOP 5 PLAYERS IN MOBILE AUGMENTED REALITY MARKET

12.3 MARKET SHARE

FIGURE 44 MARKET SHARE FOR MOBILE AUGMENTED REALITY MARKET

12.4 COMPANY EVALUATION MATRIX

12.4.1 STAR

12.4.2 EMERGING LEADER

12.4.3 PERVASIVE

12.4.4 PARTICIPANT

FIGURE 45 MOBILE AUGMENTED REALITY MARKET (GLOBAL), COMPANY EVALUATION MATRIX, 2019

12.5 COMPETITIVE SITUATION AND TRENDS

12.5.1 PRODUCT AND TECHNOLOGY LAUNCHES AND DEVELOPMENTS

TABLE 138 PRODUCT AND TECHNOLOGY LAUNCHES AND DEVELOPMENTS, 2017–2020

12.5.2 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS

TABLE 139 PARTNERSHIPS, AGREEMENTS, AND COLLABORATIONS, 2017–2020

12.5.3 ACQUISITIONS

TABLE 140 ACQUISITIONS, 2017–2020

12.5.4 EXPANSIONS

TABLE 141 EXPANSIONS, 2017–2020

12.6 FUNDRAISING

TABLE 142 FUNDRAISING, 2017–2020

13 COMPANY PROFILES

13.1 INTRODUCTION

FIGURE 46 GEOGRAPHIC REVENUE MIX OF MAJOR PLAYERS

13.2 KEY PLAYERS

(Business Overview, Products/Solutions/Services Offered, Recent Developments, SWOT Analysis, and MnM View)*

13.2.1 GOOGLE, INC.

FIGURE 47 GOOGLE, INC.: COMPANY SNAPSHOT

13.2.2 PTC INC.

FIGURE 48 PTC INC.: COMPANY SNAPSHOT

13.2.3 APPLE

FIGURE 49 APPLE: COMPANY SNAPSHOT

13.2.4 WIKITUDE GMBH

13.2.5 SAMSUNG ELECTRONICS

FIGURE 50 SAMSUNG ELECTRONICS: COMPANY SNAPSHOT

13.2.6 MAXST

13.2.7 MAGIC LEAP, INC.

13.2.8 BLIPPAR

13.2.9 UPSKILL

13.2.10 ATHEER INC.

* Business Overview, Products/Solutions/Services Offered, Recent Developments, SWOT Analysis, and MnM View might not be captured in case of unlisted companies.

13.3 RIGHT TO WIN

13.4 OTHER KEY PLAYERS

13.4.1 MARXENT LABS, LLC

13.4.2 INGLOBE TECHNOLOGIES

13.4.3 AUGMENT

13.4.4 NIAANTIC

13.4.5 NEXT/NOW

13.4.6 8NINTHS INC.

13.4.7 GROOVE JONES

13.4.8 VIRONIT

13.4.9 SCOPE AR

13.4.10 EON REALITY

13.4.11 INDE

13.4.12 ZAPPAR

13.4.13 HQSOFTWARE

13.5 START-UP ECOSYSTEM

13.5.1 TALEPSPIN

13.5.2 SCANTA

13.5.3 CRAFTARS

13.5.4 APPENTUS TECHNOLOGIES

13.5.5 BIDON GAMES STUDIO

14 APPENDIX

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.3 AVAILABLE CUSTOMIZATIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

I would like to order

Product name: Mobile Augmented Reality Market with COVID-19 Impact Analysis by Device Type (Smartphones, Tablets, PDAs), Offering (Software, Services), Application (Consumer, Healthcare, Enterprise, Commercial), and Region - Global Forecast to 2025

Product link: <https://marketpublishers.com/r/M7ED97DE9D9EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M7ED97DE9D9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970