

Virtual Retinal Display Market by End-User Industry (Aviation & Tactical, Engineering, Medical, Gaming & Entertainment, Sports, Training & Development, and Others) and Geography - Trends and Forecast to 2016 - 2025

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Abstracts

'Need for portable wearable devices that consume less power to drive the virtual retinal display market'

The virtual retinal display market is estimated to be worth USD 2.30 million in 2016 and reach USD 66.60 million by 2025 at a CAGR of 45.28% between 2016 and 2025. The market growth of VRDs would be driven by the demand for lightweight, portable, low power consuming wearable devices to provide real-time data that a user requires. Commercial growth of these devices would also be driven by the growth of augmented reality- and virtual reality-based applications across industries.

“Data projection application of VRDs in sports and engineering industries to grow at the highest rate”

The market in sports and engineering industries would grow at the highest rate during the forecast period. The market growth in the sports industry will be driven by efforts for increasing the excitement in a game by enabling players and coaches to view real-time information about the game to facilitate decision making process and enabling viewers to enjoy the game with enhanced clarity and detailing. The market growth in the engineering industry will be driven by the growing focus on efficient operations based on the lean methodology to reduce wastage. VRDs could enable the field-force by projecting the real-time information regarding a particular operation; this would reduce the time spent on finding any information and allow the field-force to operate efficiently

in a variety of operations such as product development and maintenance and would enable optimum utilization of resources.

“Markets in APAC and North America to grow at high rates”

The market in APAC is expected to grow at the highest CAGR because of the high demographic concentration and the presence of large manufacturing facilities; North America is also expected to witness rapid growth due to the presence of local VRD technology providers and the consumer acceptance for new technologies.

In the process of determining and verifying the market size for several segments and sub-segments gathered through the secondary research, extensive primary interviews have been conducted with people holding key positions across regions. The breakup of profile of primary participants is given below:

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

By Designation: C level – 40%, Director level – 25%, Others – 35%

By Region: North America – 39%, Europe – 31%, APAC – 17%, RoW – 13%

“Growing popularity of Online Personal Assistant facilitated by smartphone applications to present lucrative opportunity for the growth of this market”

Smartphone application providers across the world are personalizing their services for users to gain a competitive advantage in this dynamic and fast changing technology environment. For a user, this means consolidation of all requirements in one device. Internet-based services such as shopping, booking, planning trips, managing meetings, maps, finding nearby locations, and so on have become a part of everyday life. VRDs may form a subsystem of natural language-based personal assistant systems that would be compatible with smartphones and help users by providing specific information about their requirement on-the-go, without pulling out their portable devices.

Some of the potential key virtual retinal display vendors profiled in the report are as follows:

Avegant Corp. (U.S.)

Mircovision Inc. (U.S.)

Google Inc. (U.S.)

Texas Instruments Inc. (U.S.)

HIT Laboratory (U.S.).

The report will help the leading players/new entrants in this market in the following ways:

This report segments the virtual retinal display market comprehensively and provides the closest estimation of the overall size of the market and its sub-segments across different end-user industries and regions.

The report would help stakeholders understand the pulse of the market and provide them information on key market drivers, restraints, challenges, and opportunities.

This report would help stakeholders better understand the competitors and gain more insights to improve their position in the business. The competitive landscape section includes competitors' ecosystem, new product developments, funding, and partnerships.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
 - 1.3.3 CURRENCY
- 1.4 LIMITATIONS
- 1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key Industry Insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
- 2.3 MARKET BREAKDOWN & DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 GROWTH DRIVERS FOR THE VIRTUAL RETINAL DISPLAY MARKET
- 4.2 VRD MARKET – COMPARISON OF FOUR GEOGRAPHIC REGIONS
- 4.3 NORTH AMERICAN VRD MARKET
- 4.4 GAMING & ENTERTAINMENT INDUSTRY EXPECTED TO BE THE LARGEST END-USER INDUSTRY IN THE VRD MARKET BETWEEN 2016 AND 2025

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 MARKET, BY END-USER INDUSTRY

5.2.2 MARKET, BY GEOGRAPHY

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Fast growing virtual reality and augmented reality applications in gaming, entertainment, and other end-user industries

5.3.1.2 Potential of VRDS to address constraints related to portability- and space requirement of screen-based displays

5.3.1.3 Features such as greater clarity, low manufacturing cost, and reduced power consumption could help VRDS reduce screen-based displays used by an individual

5.3.1.4 Complete privacy can be achieved by using VRD

5.3.2 RESTRAINTS

5.3.2.1 Potential hazards of scanning the laser light directly onto a human eye

5.3.2.2 Difficulties in interpersonal communication due to covered eyes

5.3.3 OPPORTUNITIES

5.3.3.1 Demand for products that consume less power

5.3.3.2 Growing need of online personal assistance amongst smartphone users

5.3.3.3 Reducing the number of screens used by an individual

5.3.4 CHALLENGES

5.3.4.1 Development of a virtual retinal display that is suitable for all weather conditions

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE CHAIN ANALYSIS

6.3 EMERGING TRENDS

7 GLOBAL VIRTUAL RETINAL DISPLAY MARKET, BY END-USER INDUSTRY

7.1 INTRODUCTION

7.2 AVIATION & TACTICAL

7.3 ENGINEERING

7.4 MEDICAL

7.5 GAMING & ENTERTAINMENT

7.6 SPORTS

7.7 TRAINING & SIMULATION

7.8 OTHERS

8 GLOBAL VIRTUAL RETIANL DISPLAY MARKET, BY GEOGRAPHY

- 8.1 INTRODUCTION
- 8.2 NORTH AMERICA
- 8.3 EUROPE
- 8.4 ASIA-PACIFIC
- 8.5 REST OF THE WORLD (ROW)

9 COMPETITIVE LANDSCAPE

- 9.1 OVERVIEW
- 9.2 RANKING ANALYSIS, VIRTUAL RETINAL DISPLAYS MARKET IN 2016
- 9.3 SIGNIFICANT DEVELOPMENTS IN VISUAL RETINAL DISPLAYS MARKET

10 COMPANY PROFILES

- 10.1 INTRODUCTION
- 10.2 MICROVISION INC.
 - 10.2.1 BUSINESS OVERVIEW
 - 10.2.2 PRODUCTS
 - 10.2.3 RECENT DEVELOPMENTS
 - 10.2.4 MNM VIEW
 - 10.2.4.1 SWOT analysis
- 10.3 TEXAS INSTRUMENTS
 - 10.3.1 BUSINESS OVERVIEW
 - 10.3.2 PRODUCTS
 - 10.3.3 RECENT DEVELOPMENTS
 - 10.3.4 MNM VIEW
 - 10.3.4.1 SWOT analysis
- 10.4 GOOGLE INC.
 - 10.4.1 BUSINESS OVERVIEW
 - 10.4.2 PRODUCTS
 - 10.4.3 RECENT DEVELOPMENTS
 - 10.4.4 MNM VIEW
 - 10.4.4.1 SWOT analysis
- 10.5 AVEGANT CORPORATION
 - 10.5.1 BUSINESS OVERVIEW
 - 10.5.2 PRODUCTS

10.5.3 RECENT DEVELOPMENTS

10.5.4 MNM VIEW

10.6 HUMAN INTERFACE TECHNOLOGY LABORATORY

10.6.1 BUSINESS OVERVIEW

10.6.2 RESEARCH PROJECTS

10.6.3 MNM VIEW

11 APPENDIX

11.1 INSIGHTS OF INDUSTRY EXPERTS

11.2 DISCUSSION GUIDE

11.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

11.4 AVAILABLE CUSTOMIZATIONS

11.5 RELATED REPORTS

List Of Tables

LIST OF TABLES

TABLE 1 FAST-GROWING VIRTUAL REALITY AND AUGMENTED REALTY APPLICATIONS IN GAMING & ENTERTAINMENT AND OTHER END USER INDUSTRIES EXPECTED TO PROPEL THE GROWTH OF THE VIRTUAL RETINAL DISPLAY MARKET

TABLE 2 POTENTIAL HAZARDS OF SCANNING THE LASER LIGHT DIRECTLY ONTO HUMAN EYE WOULD BE A RESTRAINT FOR VIRTUAL RETINAL DISPLAY MARKET

TABLE 3 GROWING NEED OF ONLINE PERSONAL ASSISTANCE AMONGST SMARTPHONE USERS IS A HUGE OPPORTUNITY FOR THE VIRTUAL RETINAL DISPLAY MARKET

TABLE 4 DEVELOPMENT OF A VIRTUAL RETINAL DISPLAY SUITABLE FOR ALL WEATHER CONDITIONS

TABLE 5 INCREASING APPLICATION AREAS ARE DRIVING THE VIRTUAL RETINAL DISPLAY MARKET

TABLE 6 VRD MARKET SIZE, BY END-USER INDUSTRY, 2016–2025 (USD THOUSAND)

TABLE 7 AVIATION & TACTICAL INDUSTRY MARKET SIZE FOR VRD, BY REGION, 2022–2025 (USD THOUSAND)

TABLE 8 NORTH AMERICAN AVIATION & TACTICAL INDUSTRY MARKET SIZE FOR VRD, BY COUNTRY, 2022–2025 (USD THOUSAND)

TABLE 9 EUROPEAN AVIATION & TACTICAL INDUSTRY MARKET SIZE FOR VRD, BY COUNTRY, 2022–2025 (USD THOUSAND)

TABLE 10 APAC AVIATION & TACTICAL INDUSTRY MARKET SIZE FOR VRD, BY COUNTRY, 2022–2025 (USD THOUSAND)

TABLE 11 ENGINEERING INDUSTRY MARKET SIZE FOR VRD, BY REGION, 2020–2025 (USD THOUSAND)

TABLE 12 NORTH AMERICAN ENGINEERING INDUSTRY MARKET SIZE FOR VRD, BY COUNTRY, 2020–2025 (USD THOUSAND)

TABLE 13 EUROPEAN ENGINEERING INDUSTRY MARKET SIZE, BY COUNTRY, 2020–2025 (USD THOUSAND)

TABLE 14 APAC ENGINEERING INDUSTRY MARKET SIZE FOR VRD, BY COUNTRY, 2020–2025 (USD THOUSAND)

TABLE 15 MEDICAL INDUSTRY MARKET SIZE, BY REGION, 2021–2025 (USD THOUSAND)

TABLE 16 NORTH AMERICAN MEDICAL INDUSTRY MARKET SIZE, BY COUNTRY,

2021–2025 (USD THOUSAND)

TABLE 17 EUROPEAN MEDICAL INDUSTRY MARKET SIZE, BY COUNTRY,
2021–2025 (USD THOUSAND)

TABLE 18 APAC MEDICAL INDUSTRY MARKET SIZE, BY COUNTRY, 2021–2025
(USD THOUSAND)

TABLE 19 GAMING & ENTERTAINMENT INDUSTRY MARKET SIZE, BY REGION,
2016–2025 (USD THOUSAND)

TABLE 20 NORTH AMERICAN GAMING & ENTERTAINMENT INDUSTRY MARKET
SIZE, BY COUNTRY, 2016–2025 (USD THOUSAND)

TABLE 21 EUROPEAN GAMING & ENTERTAINMENT INDUSTRY MARKET SIZE, BY
COUNTRY, 2016–2025 (USD THOUSAND)

TABLE 22 APAC GAMING & ENTERTAINMENT INDUSTRY MARKET SIZE, BY
COUNTRY, 2016–2025 (USD THOUSAND)

TABLE 23 SPORTS INDUSTRY MARKET SIZE, BY REGION, 2019–2025 (USD
THOUSAND)

TABLE 24 NORTH AMERICAN SPORTS INDUSTRY MARKET SIZE, BY COUNTRY,
2019–2025 (USD THOUSAND)

TABLE 25 EUROPEAN SPORTS INDUSTRY MARKET SIZE, BY COUNTRY,
2019–2025 (USD THOUSAND)

TABLE 26 APAC SPORTS INDUSTRY MARKET SIZE, BY COUNTRY, 2019–2025
(USD THOUSAND)

TABLE 27 TRAINING & SIMULATION INDUSTRY MARKET SIZE, BY REGION,
2018–2025 (USD THOUSAND)

TABLE 28 NORTH AMERICAN TRAINING & SIMULATION INDUSTRY MARKET SIZE,
BY COUNTRY, 2018–2025 (USD THOUSAND)

TABLE 29 EUROPEAN TRAINING & SIMULATION INDUSTRY MARKET SIZE, BY
COUNTRY, 2018–2025 (USD THOUSAND)

TABLE 30 APAC TRAINING & SIMULATION INDUSTRY MARKET SIZE, BY
COUNTRY, 2018–2025 (USD THOUSAND)

TABLE 31 OTHERS MARKET SIZE, BY REGION, 2020–2025 (USD THOUSAND)

TABLE 32 NORTH AMERICAN OTHER INDUSTRIES MARKET SIZE, BY COUNTRY,
2020–2025 (USD THOUSAND)

TABLE 33 EUROPEAN OTHER INDUSTRIES MARKET SIZE, BY COUNTRY,
2020–2025 (USD THOUSAND)

TABLE 34 APAC OTHER INDUSTRIES MARKET SIZE, BY COUNTRY, 2020–2025
(USD THOUSAND)

TABLE 35 GLOBAL VIRTUAL RETINAL DISPLAY MARKET, BY REGION, 2016–2025
(USD THOUSAND)

TABLE 36 NORTH AMERICA: VIRTUAL RETINAL DISPLAY MARKET, BY END-USER

INDUSTRY, 2016–2025 (USD THOUSAND)

TABLE 37 EUROPE: VIRTUAL RETINAL DISPLAY MARKET, BY END-USER

INDUSTRY, 2016–2025 (USD THOUSAND)

TABLE 38 ASIA-PACIFIC: VIRTUAL RETINAL DISPLAY MARKET, BY END-USER

INDUSTRY, 2016–2025 (USD THOUSAND)

TABLE 39 ROW: VIRTUAL RETINAL DISPLAY MARKET, BY END-USER INDUSTRY,
2016–2025 (USD THOUSAND)

TABLE 40 AVEGANT TECHNOLOGIES EXPECTED TO LEAD THE VISUAL RETINAL
DISPLAY MARKET IN 2016

TABLE 41 SIGNIFICANT DEVELOPMENTS

List Of Figures

LIST OF FIGURES

- FIGURE 1 VIRTUAL RETINAL DISPLAY: MARKETS COVERED
- FIGURE 2 VIRTUAL RETINAL DISPLAY MARKET: RESEARCH DESIGN
- FIGURE 3 RESEARCH METHODOLOGY
- FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
- FIGURE 5 MARKET BREAKDOWN & DATA TRIANGULATION
- FIGURE 6 GAMING & ENTERTAINMENT INDUSTRY EXPECTED TO DOMINATE THE OVERALL VIRTUAL RETINAL DISPLAY MARKET DURING 2016–2025
- FIGURE 7 GLOBAL VIRTUAL RETINAL DISPLAY MARKET, BY GEOGRAPHY, 2016
- FIGURE 8 GAMING & ENTERTAINMENT INDUSTRY EXPECTED TO DRIVE THE VIRTUAL RETINAL DISPLAY MARKET BETWEEN 2016 AND 2025
- FIGURE 9 APAC TO GROW AT A HIGHER RATE BETWEEN 2016 AND 2025
- FIGURE 10 U.S. WOULD HOLD THE LARGEST SHARE OF THE NORTH AMERICAN VRD MARKET BY 2022
- FIGURE 11 NORTH AMERICA WOULD HOLD THE LARGEST SHARE OF MOST OF THE END-USER INDUSTRIES
- FIGURE 12 MARKET, BY GEOGRAPHY
- FIGURE 13 FAST-GROWING VIRTUAL REALITY (VR) AND AUGMENTED REALITY (AR) APPLICATIONS IN VARIOUS END-USER INDUSTRIES INCLUDING GAMING AND ENTERTAINMENT EXPECTED TO SPUR THE DEMAND FOR VIRTUAL RETINAL DISPLAY
- FIGURE 14 VALUE CHAIN ANALYSIS (2015): MAJOR VALUE IS ADDED DURING RESEARCH & PRODUCT DEVELOPMENT AND MANUFACTURING PHASES
- FIGURE 15 VRD MARKET BY END-USER INDUSTRY
- FIGURE 16 YEAR OF ADOPTION OF VRD BY END-USER INDUSTRIES AND POTENTIAL DRIVING FACTORS
- FIGURE 17 SPORTS TO WITNESS THE HIGHEST GROWTH RATE IN THE VRD MARKET BETWEEN 2019 AND 2025
- FIGURE 18 APAC TO WITNESS THE HIGHEST GROWTH RATE IN THE AVIATION & TACTICAL INDUSTRY BETWEEN 2022 AND 2025 (USD THOUSAND)
- FIGURE 19 APAC WOULD HOLD THE LARGEST MARKET SHARE OF THE ENGINEERING INDUSTRY BETWEEN 2022 AND 2025 (USD THOUSAND)
- FIGURE 20 NORTH AMERICA TO HOLD THE LARGEST MARKET SHARE IN MEDICAL INDUSTRY BETWEEN 2021 AND 2025 (USD THOUSAND)
- FIGURE 21 APAC TO GROW AT THE HIGHEST CAGR IN GAMING & ENTERTAINMENT INDUSTRY BETWEEN 2016 AND 2025 (USD THOUSAND)

FIGURE 22 NORTH AMERICA TO GROW AT THE HIGHEST CAGR IN SPORTS INDUSTRY BETWEEN 2019 AND 2025 (USD THOUSAND)

FIGURE 23 NORTH AMERICA TO HOLD THE LARGEST SHARE IN TRAINING & SIMULATION INDUSTRY BETWEEN 2018 AND 2025 (USD THOUSAND)

FIGURE 24 NORTH AMERICA TO GROW AT THE HIGHEST CAGR IN OTHER INDUSTRIES BETWEEN 2020 AND 2025 (USD THOUSAND)

FIGURE 25 GEOGRAPHIC SNAPSHOT (2016-2025) –MARKETS IN NORTH AMERICA AND APAC EXPECTED TO GROW RAPIDLY

FIGURE 26 ASIA-PACIFIC– AN ATTRACTIVE DESTINATION FOR ALL END-USER INDUSTRIES OF THE VIRTUAL RETINAL DISPLAY TECHNOLOGY

FIGURE 27 ASIA-PACIFIC TO WITNESS HIGHEST GROWTH BETWEEN 2016 AND 2025

FIGURE 28 NORTH AMERICA: MARKET WITH RESPECT TO END USER INDUSTRIES

FIGURE 29 MARKET FOR SPORTS IN EUROPE EXPECTED TO GROW AT THE HIGHEST CAGR BETWEEN 2019 AND 2025

FIGURE 30 MARKET IN THE ENGINEERING INDUSTRY IN ASIA-PACIFIC TO GROW AT THE HIGHEST RATE IN BETWEEN 2020 AND 2025

FIGURE 31 APPLICATION IN THE GAMING & ENTERTAINMENT INDUSTRY EXPECTED TO HOLD THE LARGEST SHARE IN 2016

FIGURE 32 MICROVISION INC: COMPANY SNAPSHOT

FIGURE 33 MICROVISION INC: SWOT ANALYSIS

FIGURE 34 TEXAS INSTRUMENTS: COMPANY SNAPSHOT

FIGURE 35 TEXAS INSTRUMENTS: SWOT ANALYSIS

FIGURE 36 GOOGLE INC: COMPANY SNAPSHOT

FIGURE 37 GOOGLE INC: SWOT ANALYSIS

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