

Augmented Reality Hardware and Software Market - Global Outlook and Forecast 2022-2028

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Abstracts

Augmented Reality (AR) is an interactive experience of a real-world environment whereby the objects that reside in the real-world are 'augmented' by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.[1] The overlaid sensory information can be constructive (i.e. additive to the natural environment) or destructive (i.e. masking of the natural environment) and is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment.[2] In this way, augmented reality alters one's ongoing perception of a real world environment, whereas virtual reality completely replaces the user's real world environment with a simulated one.[3][4] Augmented reality is related to two largely synonymous terms: mixed reality and computer-mediated reality.

This report contains market size and forecasts of Augmented Reality Hardware and Software in Global, including the following market information:

Global Augmented Reality Hardware and Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Augmented Reality Hardware and Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Augmented Reality Glasses Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Augmented Reality Hardware and Software include Sony (Japan), Oculus (US), Samsung (South Korea), Google (US), HTC (Taiwan), Microsoft (US), Wikitude (Austria), DAQRI (US) and Zugara (US), etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Augmented Reality Hardware and Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Augmented Reality Hardware and Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Augmented Reality Hardware and Software Market Segment Percentages, by Type, 2021 (%)

Augmented Reality Glasses

Augmented Reality Display

Tracking System

Other

Global Augmented Reality Hardware and Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Augmented Reality Hardware and Software Market Segment Percentages, by Application, 2021 (%)

Healthcare

Education

Retail

Entertainment

IT and Telecom

Others

Global Augmented Reality Hardware and Software Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global Augmented Reality Hardware and Software Market Segment Percentages, By
Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Augmented Reality Hardware and Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Augmented Reality Hardware and Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Sony (Japan)

Oculus (US)

Samsung (South Korea)

Google (US)

HTC (Taiwan)

Microsoft (US)

Wikitude (Austria)

DAQRI (US)

Zugara (US)

Blippar (UK)

Magic Leap (US)

Upskill (US)

Continental (Germany)

Visteon (US)

Eon Reality (US)

MAXST (South Korea)

Vuzix (US)

PTC (US)

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Figure 54. PTC (US) Augmented Reality Hardware and Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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