

Automotive Augmented Reality (AR) and Virtual Reality (VR) Market - Global Outlook and Forecast 2022-2028

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Abstracts

While augmented and virtual reality applications in mobile and gaming have recently emerged, these concepts have already been deployed for a variety of automotive use cases including AR HUDs, local and remote see-through applications, pre-sales experiences, vehicle design, manufacturing, maintenance, and user manuals. Main benefits are centered around a more intuitive and seamless user interface for drivers, especially critical for semi-autonomous driving and driving down costs.

This report contains market size and forecasts of Automotive Augmented Reality (AR) and Virtual Reality (VR) in Global, including the following market information:

Global Automotive Augmented Reality (AR) and Virtual Reality (VR) Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Automotive Augmented Reality (AR) and Virtual Reality (VR) market was valued at 2263.1 million in 2021 and is projected to reach US\$ 6481.9 million by 2028, at a CAGR of 16.2% 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 (AR) Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Automotive Augmented Reality (AR) and Virtual Reality (VR) include Continental, Microsoft, Visteon Corporation, Volkswagen, Unity, Bosch, DAQRI, HTC and Hyundai Motor and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Automotive Augmented Reality (AR) and Virtual Reality (VR) 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 Automotive Augmented Reality (AR) and Virtual Reality (VR) Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Automotive Augmented Reality (AR) and Virtual Reality (VR) Market Segment Percentages, by Type, 2021 (%)

Augmented Reality (AR)

Virtual Reality (VR)

Global Automotive Augmented Reality (AR) and Virtual Reality (VR) Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Automotive Augmented Reality (AR) and Virtual Reality (VR) Market Segment Percentages, by Application, 2021 (%)

Research & Development

Manufacturing & Supply

Marketing & Sales

Aftersales

Support Functions

Product

Global Automotive Augmented Reality (AR) and Virtual Reality (VR) Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Automotive Augmented Reality (AR) and Virtual Reality (VR) 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 Automotive Augmented Reality (AR) and Virtual Reality (VR) revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Automotive Augmented Reality (AR) and Virtual Reality (VR) revenues

share in global market, 2021 (%)

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

Continental

Microsoft

Visteon Corporation

Volkswagen

Unity

Bosch

DAQRI

HTC

Hyundai Motor

Wayray

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