+44 20 8123 2220
info@marketpublishers.com

Global Augmented Reality Market Research and Forecast 2017-2022

https://marketpublishers.com/r/G1AB2F9B5DEEN.html
Date: August 2017
Pages: 0
Price: US$ 3,600.00 (Single User License)
ID: G1AB2F9B5DEEN

Abstracts

Augmented Reality is a combination of both real scene viewed by a user and virtual scene generated by a computer that makes the scene more useful with additional information. Integration of digital information with the user's environment in real time is enabling a significant wave of computing power through a spatial computing revolution. The global augmented reality market is anticipated to grow at a significant growth rate during the forecast period. The major factors that are augmenting the growth of the market includes technological advancement, increasing adoption of augmented reality technology in healthcare and automotive industries, growing advertisement through AR technology and so forth. R&D and technological advancement enables to provide innovative products such as Google tango, Google Glass's VIPAAR, CastAR, AR glasses, Zappar and so on. Various technologies that are used in AR across the globe includes optical projection systems, monitors, hand held devices and wearable display systems. Furthermore, emerging applications across e-commerce market and adoption of AR technology for effective advertising are also predicted to be major factors that are fuelling the growth of the market.

Moreover, rising adoption of tablets and smartphones are boosting the market growth since most of them are used for AR technology which is increasingly adopted across the globe. Globally, Pokémon Go brought augmented reality into the mainstream, setting app store records in the process. Technology such as cast AR continues to advance at significant rate. The companies are investing heavily in this new immersive technology. Global giants such as Facebook and Google are contributing significantly in the AR and VR technology. Facebook acquired more than 10 AR and VR technology companies since 2013 and more such merger and acquisition are predicted in near future. Global technology key players including Google, Microsoft, Facebook, Snapchat and Apple are exploring this technology considerably. In the recent years, the core AR software which

+44 20 8123 2220
info@marketpublishers.com

is known for delivering augmented reality service has started developing. These include Handhelds and mobile devices, primarily smartphones and tablets, built-for-purpose mobile workforce devices, Head-up displays (HUDs) for windshields, screens, visors, head mounted displays (HMDS), glasses, goggles, helmets, contact lenses, virtual retina displays, spatial displays and others in R&D.

Electronic commerce has been growing considerably over the past few years and it is predicted to grow further due to rising demand and technological advancement. The rise in the number of people using Smartphone, tablets and the gadgets to connect to the information space is proof of the reach of the internet as the most effective medium of trade. As more and more businesses move sections of their operations onto the Internet, it will diminish the boundaries between conventional and electronic commerce. Moreover, augmented reality has become marketing trends for increasing customer engagement. Augmented Reality enables Smartphone users to locate their phones' cameras at certain objects which can be either a print advertisement or even a coffee cup to activate a 3D video. The growing demand for user engagement along with enhanced customer service across the application like real estate, retail and healthcare also contribute to the augmented reality market. However, lack of awareness, connectivity issues and high user expectation are affecting the market growth across the globe.

Geographical Insights

Global Augmented Reality market is analyzed on the basis of the geographical regions that are contributing significantly towards the growth of the market. On the basis of the geography, market is bifurcated into North America, Europe, Asia Pacific and Rest of the World. Many established companies in the North American are investing in this region through strategic partnerships and collaborations with new players. is also driving the demand for augmented reality in automation market of the country.

Competitive Insights

Augmented reality market players include Google inc., Microsoft Corporation, PTC, Inc., Wikitude GMBH, Magic leap, inc., Daqri llc, and so on. Other notable players that account for augmented reality market share includes Zugara, inc., Blippar, Upskill, Atheer labs, among others. In order to stay competitive in the market these players adopt different marketing strategies such as merger, acquisitions, product launch, and geographical expansion so on. For example, in 2017, Microsoft launched a view mixed reality feature in Windows 10. It is designed to let Windows 10 users augment 3D

+44 20 8123 2220
info@marketpublishers.com

objects, created in 3D Paint, into the real world by using any laptop with a webcam. Moreover, in 2017, German car giant BMW is planning to use augmented technology developed by Google to promote their business.

Market Segmentation

Global Payment Security Market is segmented on the basis of applications, device type, offerings and products. On the basis of the offering, the global augmented reality market is segmented into hardware and software. Hardware components for augmented technology include sensor, display, projectors and cameras which are increasingly adopted across the globe. Modern computing devices like computers, tablets and mobile phones contain these elements including cameras and sensors like accelerometer, GPS and solid state compass which make them suitable AR platforms. Global AR market players are focusing on enhancing the quality of sensors and processors used in AR devices. Furthermore, increase in demand for AR apps in gaming and entertainment is expected to drive the software segment in near future. Global Augmented Reality Market is categorized in various segments which includes-

Augmented reality market by applications

Augmented reality market by device type

Augmented reality market by offerings

Augmented reality market by product

The report covers:

Comprehensive research methodology of Global Augmented Reality Market

In-depth analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the Global Augmented Reality Market

Insights about market determinants which are stimulating the Global Augmented Reality Market

+44 20 8123 2220
info@marketpublishers.com

Detailed and extensive market segments with regional distribution of researched revenues

Extensive profiles and recent developments of market players

+44 20 8123 2220
info@marketpublishers.com

Contents

REPORT SUMMARY

1.1. RESEARCH METHODS AND TOOLS
1.2. MARKET BREAKDOWN
  1.2.1. BY SEGMENTS
  1.2.2. BY GEOGRAPHY
  1.2.3. BY STAKEHOLDERS

MARKET OVERVIEW AND INSIGHTS

2.1. DEFINITION
2.2. ANALYST INSIGHT&CURRENT MARKET TRENDS
  2.2.1. KEY FINDINGS
  2.2.2. RECOMMENDATION
  2.2.3. CONCLUSION
2.3. REGULATIONS
  2.3.1. UNITED STATES
  2.3.2. EUROPEAN UNION
  2.3.3. CHINA
  2.3.4. INDIA
  2.3.5. REST OF THE WORLD

MARKET DETERMINANT

3.1. MOTIVATORS
  3.1.1. TECHNOLOGICAL ADVANCEMENT IN THE FIELD OF AR
  3.1.2. RISING DEMAND IN MEDICAL AND AUTOMOTIVE INDUSTRY
  3.1.3. INCREASE INVESTMENT IN THE AUGMENTED REALITY MARKET
  3.1.4. EMERGING AR APPLICATIONS ACROSS E-COMMERCE AND RETAIL
  3.1.5. USE OF AR TECHNOLOGY FOR EFFECTIVE ADVERTISING
3.2. RESTRAINTS
  3.2.1. LOW AWARENESS, CONNECTIVITY ISSUES AND HIGH USER EXPECTATIONS IMPACTING AR ADOPTION
  3.2.2. FINANCIAL CONSTRAINTS AND COMPLEXITY
  3.2.3. VARIED INFRASTRUCTURE QUALITY OF DIGITAL NETWORK
3.3. OPPORTUNITIES
  3.3.1. OPPORTUNITY IN THE ENTERPRISE INDUSTRY

+44 20 8123 2220
info@marketpublishers.com

3.3.2. INCREASING DEMAND FOR AUGMENTED REALITY IN ARCHITECTURE

MARKET SEGMENTATION

4.1. AUGMENTED REALITY MARKET BY APPLICATIONS
4.1.1. ENTERPRISE
4.1.2. CONSUMER
4.1.3. COMMERCIALS
4.1.4. AUTOMOTIVE
4.2. AUGMENTED REALITY MARKET BY DEVICE TYPE
4.2.1. HEAD-MOUNTED
4.2.2. HEAD-UP
4.2.3. HANDHELD
4.3. AUGMENTED REALITY MARKET BY PRODUCT
4.3.1. MOBILE DEVICES
4.3.2.SMART GLASSES
4.3.3.HEAD MOUNTED DISPLAY (HMD)
4.4. AUGMENTED REALITY MARKET BY OFFERINGS
4.4.1.HARDWARE
4.4.1.1 SENSORS
4.4.1.2DISPLAYS AND PROJECTORS
4.4.1.3. CAMERAS
4.4.2.SOFTWARE

COMPETITIVE LANDSCAPE

5.1. KEY STRATEGIES
5.2. KEY COMPANY ANALYSIS

REGIONAL ANALYSIS

6.1. NORTH AMERICA
6.1.1. UNITED STATES
6.1.2. CANADA
6.1.3. REST OF NORTH AMERICA
6.2. EUROPE
6.2.1. UNITED KINGDOM
6.2.2. FRANCE
6.2.3. GERMANY

+44 20 8123 2220
info@marketpublishers.com

6.2.4. ITALY
6.2.5. SPAIN
6.2.6. REST OF EUROPE
6.3. ASIA PACIFIC
6.3.1. INDIA
6.3.2. CHINA
6.3.3. JAPAN
6.4. REST OF THE WORLD

COMPANY PROFILES

7.1. ATHEER LABS
7.1.1. INTRODUCTION
7.1.2. ATHEER LAB PRODUCT PORTFOLIO
7.1.3. ATHEER LAB RECENT ACTIVITIES
7.2. AURASMA
7.2.1. INTRODUCTION
7.2.2. AURASMA PRODUCT PORTFOLIO
7.2.3. AURASMA RECENT ACTIVITIES
7.3. BLIPPAR
7.3.1. INTRODUCTION
7.3.2. BLIPPAR PRODUCT PORTFOLIO
7.3.3. BLIPPAR RECENT ACTIVITIES
7.4. CATCHOOM
7.4.1. INTRODUCTION
7.4.2. CATCHOOM PRODUCT PORTFOLIO
7.4.3. CATCHOOM RECENT ACTIVITIES
7.5. CINOPTICS
7.5.1. INTRODUCTION
7.5.2. CINOPTICS PRODUCT PORTFOLIO
7.5.3. CINOPTICS RECENT ACTIVITIES
7.6. DAQRI LLC
7.6.1. INTRODUCTION
7.6.2. DAQRI LLC PRODUCT PORTFOLIO
7.6.3. DAQRI LLC RECENT ACTIVITIES
7.7. GOOGLE INC
7.7.1. INTRODUCTION
7.7.2. GOOGLE INC. PRODUCT PORTFOLIO
7.7.3. GOOGLE INC. PRODUCT PORTFOLIO

+44 20 8123 2220
info@marketpublishers.com

7.8. LUMUS
7.8.1. INTRODUCTION
7.8.2. LUMUS PRODUCT PORTFOLIO
7.8.3. LUMUS RECENT ACTIVITIES
7.9. MAGIC LEAP, INC.
7.9.1. INTRODUCTION
7.9.2. MAGIC LEAP, INC. PRODUCT PORTFOLIO
7.9.3. MAGIC LEAP, INC. RECENT ACTIVITIES
7.10. MICROSOFT CORPORATION
7.10.1. INTRODUCTION
7.10.2. MICROSOFT CORPORATION PRODUCT PORTFOLIO
7.10.3. MICROSOFT CORPORATION RECENT ACTIVITIES
7.11. NGRAIN
7.11.1. INTRODUCTION
7.11.2. NGRAIN PRODUCT PORTFOLIO
7.11.3. NGRAIN RECENT ACTIVITIES
7.12. OPTINVENT
7.12.1. INTRODUCTION
7.12.2. OPTINVENT PRODUCT PORTFOLIO
7.12.3. OPTINVENT RECENT ACTIVITIES
7.13. PTC, INC
7.13.1. INTRODUCTION
7.13.2. PTC, INC. PRODUCT PORTFOLIO
7.13.3. PTC, INC. RECENT ACTIVITIES
7.14. QUALCOMM
7.14.1. INTRODUCTION
7.14.2. QUALCOMM PRODUCT PORTFOLIO
7.14.3. QUALCOMM RECENT ACTIVITIES
7.15. SENSICS
7.15.1. INTRODUCTION
7.15.2. SENSICS PRODUCT PORTFOLIO
7.15.3. SENSICS RECENT ACTIVITIES
7.16. THALES
7.16.1. INTRODUCTION
7.16.2. THALES PRODUCT PORTFOLIO
7.16.3. THALES RECENT ACTIVITIES
7.17. UPSKILL
7.17.1. INTRODUCTION
7.17.2. UPSKILL PRODUCT PORTFOLIO

+44 20 8123 2220
info@marketpublishers.com

7.17.3. UPSKILL RECENT ACTIVITIES
7.18. WIKITUDE GMBH
7.18.1 INTRODUCTION
7.18.2. WIKITUDE GMBH PRODUCT PORTFOLIO
7.18.3. WIKITUDE GMBH RECENT ACTIVITIES
7.19. ZAPPAR
7.19.1. INTRODUCTION
7.19.2. ZAPPAR PRODUCT PORTFOLIO
7.19.3. ZAPPAR RECENT ACTIVITIES
7.20. ZUGARA, INC.
7.20.1. INTRODUCTION
7.20.2. ZUGARA PRODUCT PORTFOLIO
7.20.3. ZUGARA RECENT ACTIVITIES

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1 GLOBAL AUGMENTED REALITY MARKET RESEARCH AND ANALYSIS BY APPLICATIONS 2015-2022 ($MILLION)
Table 2 GLOBAL ENTERPRISE MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 3 GLOBAL CONSUMER MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 4 GLOBAL COMMERCIALS MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 5 GLOBAL AUTOMOTIVE MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 6 GLOBAL AUGMENTED REALITY MARKET RESEARCH AND ANALYSIS, BY DEVICE TYPE 2015-2022 ($MILLION)
Table 7 GLOBAL HEAD-MOUNTED MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 8 GLOBAL HEAD-UP MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 9 GLOBAL HANDHELD MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 10 GLOBAL AUGMENTED REALITY MARKET RESEARCH AND ANALYSIS, BY PRODUCT 2015-2022 ($MILLION)
Table 11 GLOBAL MOBILE DEVICES MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 12 GLOBAL SMART GLASSES MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 13 GLOBAL HEAD MOUNTED DISPLAY (HMD) MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 14 GLOBAL AUGMENTED REALITY MARKET RESEARCH AND ANALYSIS BY OFFERINGS, 2015-2022 ($MILLION)
Table 15 GLOBAL HARDWARE MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 16 GLOBAL SENSORS MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 17 GLOBALDISPLAYS AND PROJECTORS MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 18 GLOBAL CAMERAS MARKET RESEARCH AND ANALYSIS, 2015-2022

+44 20 8123 2220
info@marketpublishers.com

($MILLION)
Table 19 GLOBAL SOFTWARE MARKET RESEARCH AND ANALYSIS, 2015-2022 ($MILLION)
Table 20 ATHEER LAB PRODUCT PORTFOLIO
Table 21 ATHEER LAB RECENT ACTIVITIES
Table 22 AURASMA PRODUCT PORTFOLIO
Table 23 AURASMA RECENT ACTIVITIES
Table 24 BLIPPAR PRODUCT PORTFOLIO
Table 25 BLIPPAR RECENT ACTIVITIES
Table 26 CATCHOOM PRODUCT PORTFOLIO
Table 27 CATCHOOM RECENT ACTIVITIES
Table 28 CINOPTICS PRODUCT PORTFOLIO
Table 29 CINOPTICS RECENT ACTIVITIES
Table 30 DAQRI LLC PRODUCT PORTFOLIO
Table 31 DAQRI LLC RECENT ACTIVITIES
Table 32 GOOGLE INC. PRODUCT PORTFOLIO
Table 33 GOOGLE INC. PRODUCT PORTFOLIO
Table 34 LUMUS PRODUCT PORTFOLIO
Table 35 LUMUS RECENT ACTIVITIES
Table 36 MAGIC LEAP, INC. PRODUCT PORTFOLIO
Table 37 MAGIC LEAP, INC. RECENT ACTIVITIES
Table 38 MICROSOFT CORPORATION PRODUCT PORTFOLIO
Table 39 MICROSOFT CORPORATION RECENT ACTIVITIES
Table 40 NGRAIN PRODUCT PORTFOLIO
Table 41 NGRAIN RECENT ACTIVITIES
Table 42 OPTINVENT PRODUCT PORTFOLIO
Table 43 OPTINVENT RECENT ACTIVITIES
Table 44 PTC, INC. PRODUCT PORTFOLIO
Table 45 PTC, INC. RECENT ACTIVITIES
Table 46 QUALCOMM PRODUCT PORTFOLIO
Table 47 QUALCOMM RECENT ACTIVITIES
Table 48 SENSICS PRODUCT PORTFOLIO
Table 49 SENSICS RECENT ACTIVITIES
Table 50 THALES PRODUCT PORTFOLIO
Table 51 THALES RECENT ACTIVITIES
Table 52 UPSKILL PRODUCT PORTFOLIO
Table 53 UPSKILL RECENT ACTIVITIES
Table 54 WIKITUDE GMBH PRODUCT PORTFOLIO
Table 55 WIKITUDE GMBH RECENT ACTIVITIES

+44 20 8123 2220
info@marketpublishers.com

Table 56 ZAPPAR PRODUCT PORTFOLIO
Table 57 ZAPPAR RECENT ACTIVITIES
Table 58 ZUGARA PRODUCT PORTFOLIO
Table 59 ZUGARA RECENT ACTIVITIES

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1 NORTH AMERICA MARKET RESEARCH AND ANALYSIS, 2015-2022 ($ Million)
Figure 2 US MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 3 CANADA MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 4 EUROPEAN MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 5 UK MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 6 FRANCE MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 7 GERMANY MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 8 ITALY MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 9 SPAIN MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 10 ROE MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 11 ASIA PACIFIC MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 12 INDIA MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 13 CHINA MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 14 JAPAN MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 15 ROPAC MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)
Figure 16 REST OF THE WORLD MARKET RESEARCH AND ANALYSIS, 2015-2022($ Million)

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Global Augmented Reality Market Research and Forecast 2017-2022
Product link: https://marketpublishers.com/r/G1AB2F9B5DEEN.html
Price: US$ 3,600.00 (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/G1AB2F9B5DEEN.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

Custumer 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