

# Global Augmented Reality Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025

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## Abstracts

Augmented Reality (AR) is the integration of digital information with the user's environment in real time. Augmented reality applications are special 3D programs that allow the developer to link digital information in the computer program to an augmented reality in the real world. Furthermore, it brings out the components of the digital world into a person's perceived real world. The global augmented reality market is expected to grow at a CAGR of 69.3% from 2017 to 2025.

Based on technology, the global augmented reality market is segmented as marker-based augmented reality and markerless augmented reality. Based on component, the market is segmented as hardware and software. Furthermore, the market is segmented into application which includes aerospace & defense, medical, gaming, industrial, automotive, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

### Drivers:

Boom in portable electronic market.

Increase in popularity of Internet of Things (IoT).

Adoption of AR in gaming applications for real-time gaming.

### Restraints:

Higher cost and optimized battery efficiency.

## **MARKET PLAYERS:**

The top players in the global virtual reality market include Total Immersion, Magic Leap, Sony, Apple, Blippar, Wikitude, PTC, Microsoft, Google, and Infinity Augmented Reality.

## **KEY TAKEAWAYS**

### **MARKET LANDSCAPE**

#### By Technology

Marker-Based Augmented Reality

Markerless Augmented Reality

#### By Component

Software

Hardware

#### By Application

Aerospace & Defense

Medical

Gaming

Industrial

Automotive

Others

#### By Geography

## North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Rest of the Europe

## Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

## LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1. Key Findings
- 1.2. Market Attractiveness and Trend analysis
- 1.3. Competitive Landscape and recent industry development analysis

### 2. INTRODUCTION

- 2.1. Report Description
- 2.2. Scope and Definitions
- 2.3. Research Methodology

### 3. MARKET LANDSCAPE

- 3.1. Growth Drivers
  - 3.1.1. Impact Analysis
- 3.2. Restraints and Challenges
  - 3.2.1. Impact Analysis
- 3.3. Porter's Analysis
  - 3.3.1. Bargaining power of buyers
  - 3.3.2. Bargaining power of suppliers
  - 3.3.3. Threat of substitutes
  - 3.3.4. Industry rivalry
  - 3.3.5. Threat of new entrants
- 3.4. Global Augmented Reality Market Shares Analysis, 2014-2025
  - 3.4.1. Global Augmented Reality Market Share by technology, 2014-2025
  - 3.4.2. Global Augmented Reality Market Share by component, 2014-2025
  - 3.4.3. Global Augmented Reality Market Share by application, 2014-2025
  - 3.4.4. Global Augmented Reality Market Share by geography, 2014-2025

### 4. GLOBAL AUGMENTED REALITY MARKET BY TECHNOLOGY

- 4.1. Marker-Based Augmented Reality
  - 4.1.1. Historical Market Size by Region, 2014-2016
  - 4.1.2. Market Forecast by Region, 2017-2025
  - 4.1.3. Markerless Augmented Reality
    - 4.1.3.1. Historical Market Size by Region, 2014-2016

#### 4.1.3.2. Market Forecast by Region, 2017-2025

### **5. GLOBAL AUGMENTED REALITY MARKET BY COMPONENT**

#### 5.1. Software

##### 5.1.1. Historical Market Size by Region, 2014-2016

##### 5.1.2. Market Forecast by Region, 2017-2025

#### 5.2. Hardware

##### 5.2.1. Historical Market Size by Region, 2014-2016

##### 5.2.2. Market Forecast by Region, 2017-2025

### **6. GLOBAL AUGMENTED REALITY MARKET BY APPLICATION**

#### 6.1. Aerospace & Defense

##### 6.1.1. Historical Market Size by Region, 2014-2016

##### 6.1.2. Market Forecast by Region, 2017-2025

#### 6.2. Medical

##### 6.2.1. Historical Market Size by Region, 2014-2016

##### 6.2.2. Market Forecast by Region, 2017-2025

#### 6.3. Gaming

##### 6.3.1. Historical Market Size by Region, 2014-2016

##### 6.3.2. Market Forecast by Region, 2017-2025

#### 6.4. Industrial

##### 6.4.1. Historical Market Size by Region, 2014-2016

##### 6.4.2. Market Forecast by Region, 2017-2025

#### 6.5. Automotive

##### 6.5.1. Historical Market Size by Region, 2014-2016

##### 6.5.2. Market Forecast by Region, 2017-2025

#### 6.6. Others

##### 6.6.1. Historical Market Size by Region, 2014-2016

##### 6.6.2. Market Forecast by Region, 2017-2025

### **7. GLOBAL AUGMENTED REALITY MARKET BY GEOGRAPHY**

#### 7.1. North America

##### 7.1.1. U.S.

###### 7.1.1.1. Historical Market Size, 2014-2016

###### 7.1.1.2. Market Forecast, 2017-2025

##### 7.1.2. Canada

- 7.1.2.1. Historical Market Size, 2014-2016
  - 7.1.2.2. Market Forecast, 2017-2025
- 7.1.3. Mexico
  - 7.1.3.1. Historical Market Size, 2014-2016
  - 7.1.3.2. Market Forecast, 2017-2025
- 7.2. Europe
  - 7.2.1. UK
    - 7.2.1.1. Historical Market Size, 2014-2016
    - 7.2.1.2. Market Forecast, 2017-2025
  - 7.2.2. Germany
    - 7.2.2.1. Historical Market Size, 2014-2016
    - 7.2.2.2. Market Forecast, 2017-2025
  - 7.2.3. France
    - 7.2.3.1. Historical Market Size, 2014-2016
    - 7.2.3.2. Market Forecast, 2017-2025
  - 7.2.4. Rest of Europe
    - 7.2.4.1. Historical Market Size, 2014-2016
    - 7.2.4.2. Market Forecast, 2017-2025
- 7.3. Asia-Pacific
  - 7.3.1. China
    - 7.3.1.1. Historical Market Size, 2014-2016
    - 7.3.1.2. Market Forecast, 2017-2025
  - 7.3.2. Japan
    - 7.3.2.1. Historical Market Size, 2014-2016
    - 7.3.2.2. Market Forecast, 2017-2025
  - 7.3.3. India
    - 7.3.3.1. Historical Market Size, 2014-2016
    - 7.3.3.2. Market Forecast, 2017-2025
  - 7.3.4. South Korea
    - 7.3.4.1. Historical Market Size, 2014-2016
    - 7.3.4.2. Market Forecast, 2017-2025
  - 7.3.5. Rest of Asia-Pacific
    - 7.3.5.1. Historical Market Size, 2014-2016
    - 7.3.5.2. Market Forecast, 2017-2025
- 7.4. LAMEA
  - 7.4.1. Brazil
    - 7.4.1.1. Historical Market Size, 2014-2016
    - 7.4.1.2. Market Forecast, 2017-2025
  - 7.4.2. Saudi Arabia

- 7.4.2.1. Historical Market Size, 2014-2016
- 7.4.2.2. Market Forecast, 2017-2025
- 7.4.3. South Africa
  - 7.4.3.1. Historical Market Size, 2014-2016
  - 7.4.3.2. Market Forecast, 2017-2025
- 7.4.4. Rest of LAMEA
  - 7.4.4.1. Historical Market Size, 2014-2016
  - 7.4.4.2. Market Forecast, 2017-2025

## **8. COMPANY PROFILES**

- 8.1. Total Immersion
  - 8.1.1. Overview
  - 8.1.2. Financials and business segments
  - 8.1.3. Recent developments
- 8.2. Magic Leap.
  - 8.2.1. Overview
  - 8.2.2. Financials and business segments
  - 8.2.3. Recent developments
- 8.3. Sony Corporation
  - 8.3.1. Overview
  - 8.3.2. Financials and business segments
  - 8.3.3. Recent developments
- 8.4. Apple Inc.
  - 8.4.1. Overview
  - 8.4.2. Financials and business segments
  - 8.4.3. Recent developments
- 8.5. Blippar
  - 8.5.1. Overview
  - 8.5.2. Financials and business segments
  - 8.5.3. Recent developments
- 8.6. Wikitude
  - 8.6.1. Overview
  - 8.6.2. Financials and business segments
  - 8.6.3. Recent developments
- 8.7. PTC
  - 8.7.1. Overview
  - 8.7.2. Financials and business segments
  - 8.7.3. Recent developments



## 8.8. Microsoft

### 8.8.1. Overview

### 8.8.2. Financials and business segments

### 8.8.3. Recent developments

## 8.9. Google Inc.

### 8.9.1. Overview

### 8.9.2. Financials and business segments

### 8.9.3. Recent developments

## 8.10. Infinity Augmented Reality

### 8.10.1. Overview

### 8.10.2. Financials and business segments

### 8.10.3. Recent developments

## List Of Tables

### LIST OF TABLES

Table 1. Augmented Reality Market Share, by Technology, 2014-2025, (%)

Table 2. Augmented Reality Market Value for Marker-Based Augmented Reality, by Region, 2017-2025, \$million

Table 3. Augmented Reality Market Value for Markerless Augmented Reality, by Region, 2017-2025, \$million

Table 4. Augmented Reality Market Share, by Component, 2014-2025, (%)

Table 5. Augmented Reality Market Value for Software, by Region, 2017-2025, \$million

Table 6. Augmented Reality Market Value for Hardware, by Region, 2017-2025, \$million

Table 7. Augmented Reality Market Share, by Application, 2014-2025, (%)

Table 8. Augmented Reality Market Value for Aerospace & Defense, by Region, 2017-2025, \$million

Table 9. Augmented Reality Market Value for Medical, by Region, 2017-2025, \$million

Table 10. Augmented Reality Market Value for Gaming, by Region, 2017-2025, \$million

Table 11. Augmented Reality Market Value for Retail, by Region, 2017-2025, \$million

Table 12. Augmented Reality Market Value for Industrial, by Region, 2017-2025, \$million

Table 13. Augmented Reality Market Value for Automotive, by Region, 2017-2025, \$million

Table 14. Augmented Reality Market Value for others, by Region, 2017-2025, \$million

Table 15. Augmented Reality Market Value, by Region, 2014-2025, \$million

Table 16. Augmented Reality Market Value for North America, by Country, 2014-2025, \$million

Table 17. Augmented Reality Market Value for North America, by Technology, 2014-2025, \$million

Table 18. Augmented Reality Market Value for North America, by Component, 2014-2025, \$million

Table 19. Augmented Reality Market Value for North America, by Application, 2014-2025, \$million

Table 20. Augmented Reality Market Value for Europe, by Country, 2014-2025, \$million

Table 21. Augmented Reality Market Value for Europe, by Technology, 2014-2025, \$million

Table 22. Augmented Reality Market Value for Europe, by Component, 2014-2025, \$million

Table 23. Augmented Reality Market Value for Europe, by Application, 2014-2025, \$million

Table 24. Augmented Reality Market Value for Asia-Pacific, by Country, 2014-2025, \$million

Table 25. Augmented Reality Market Value for Asia-Pacific, by Technology, 2014-2025, \$million

Table 26. Augmented Reality Market Value for Asia-Pacific, by Component, 2014-2025, \$million

Table 27. Augmented Reality Market Value for Asia-Pacific, by Application, 2014-2025, \$million

Table 28. Augmented Reality Market Value for LAMEA, by Country, 2014-2025, \$million

Table 29. Augmented Reality Market Value for LAMEA, by Technology, 2014-2025, \$million

Table 30. Augmented Reality Market Value for LAMEA, by Component, 2014-2025, \$million

Table 31. Augmented Reality Market Value for LAMEA, by Application, 2014-2025, \$million

Table 32. Total Immersion - Company Snapshot

Table 33. Magic Leap - Company Snapshot

Table 34. Sony Corporation - Company Snapshot

Table 35. Apple Inc. - Company Snapshot

Table 36. Blippar - Company Snapshot

Table 37. Wikitude - Company Snapshot

Table 38. PTC - Company Snapshot

Table 39. Microsoft - Company Snapshot

Table 40. Google Inc. - Company Snapshot

Table 41. Infinity Augmented Reality - Company Snapshot

## List Of Figures

### LIST OF FIGURES

- Figure 1. Augmented Reality Marker-Based Augmented Reality Market Value, 2014-2016, \$million
- Figure 2. Augmented Reality Markerless Augmented Reality Market Value, 2014-2016, \$million
- Figure 3. Augmented Reality Software Market Value, 2014-2016, \$million
- Figure 4. Augmented Reality Hardware Market Value, 2014-2016, \$million
- Figure 5. Augmented Reality Aerospace & Defense Market Value, 2014-2016, \$million
- Figure 6. Augmented Reality Medical Market Value, 2014-2016, \$million
- Figure 7. Augmented Reality Gaming Market Value, 2014-2016, \$million
- Figure 8. Augmented Reality Retail Market Value, 2014-2016, \$million
- Figure 9. Augmented Reality Industrial Market Value, 2014-2016, \$million
- Figure 10. Augmented Reality Automotive Market Value, 2014-2016, \$million
- Figure 11. Augmented Reality Others Market Value, 2014-2016, \$million
- Figure 12. Augmented Reality: U.S. Market Value, 2014-2016, \$million
- Figure 13. Augmented Reality: U.S. Market Value, 2017-2025, \$million
- Figure 14. Augmented Reality: Canada Market Value, 2014-2016, \$million
- Figure 15. Augmented Reality: Canada Market Value, 2017-2025, \$million
- Figure 16. Augmented Reality: Mexico Market Value, 2014-2016, \$million
- Figure 17. Augmented Reality: Mexico Market Value, 2017-2025, \$million
- Figure 18. Augmented Reality: UK Market Value, 2014-2016, \$million
- Figure 19. Augmented Reality: UK Market Value, 2017-2025, \$million
- Figure 20. Augmented Reality: Germany Market Value, 2014-2016, \$million
- Figure 21. Augmented Reality: Germany Market Value, 2017-2025, \$million
- Figure 22. Augmented Reality: France Market Value, 2014-2016, \$million
- Figure 23. Augmented Reality: France Market Value, 2017-2025, \$million
- Figure 24. Augmented Reality: Rest of Europe Market Value, 2014-2016, \$million
- Figure 25. Augmented Reality: Rest of Europe Market Value, 2017-2025, \$million
- Figure 26. Augmented Reality: China Market Value, 2014-2016, \$million
- Figure 27. Augmented Reality: China Market Value, 2017-2025, \$million
- Figure 28. Augmented Reality: Japan Market Value, 2014-2016, \$million
- Figure 29. Augmented Reality: Japan Market Value, 2017-2025, \$million
- Figure 30. Augmented Reality: India Market Value, 2014-2016, \$million
- Figure 31. Augmented Reality: India Market Value, 2017-2025, \$million
- Figure 32. Augmented Reality: South Korea Market Value, 2014-2016, \$million
- Figure 33. Augmented Reality: South Korea Market Value, 2017-2025, \$million

Figure 34. Augmented Reality: Rest of Asia-Pacific Market Value, 2014-2016, \$million

Figure 35. Augmented Reality: Rest of Asia-Pacific Market Value, 2017-2025, \$million

Figure 36. Augmented Reality: Brazil Market Value, 2014-2016, \$million

Figure 37. Augmented Reality: Brazil Market Value, 2017-2025, \$million

Figure 38. Augmented Reality: Saudi Arabia Market Value, 2014-2016, \$million

Figure 39. Augmented Reality: Saudi Arabia Market Value, 2017-2025, \$million

Figure 40. Augmented Reality: South Africa Market Value, 2014-2016, \$million

Figure 41. Augmented Reality: South Africa Market Value, 2017-2025, \$million

Figure 42. Augmented Reality: Rest of LAMEA Market Value, 2014-2016, \$million

Figure 43. Augmented Reality: Rest of LAMEA Market Value, 2017-2025, \$million

## **COMPANIES MENTIONED**

Magic Leap, Sony, Apple, Blippar, Wikitude, PTC, Microsoft, Google, and Infinity Augmented Reality.

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