

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

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COMPANIES MENTIONED

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

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