

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

<https://marketpublishers.com/r/GE1A006D3D5EN.html>

Date: February 2017

Pages: 0

Price: US\$ 3,619.00 (Single User License)

ID: GE1A006D3D5EN

## Abstracts

Virtual and augmented reality refers to the technology which provides the user with real world experience. Augmented reality is a technology that uses user's existing environment and overlays digital or virtual content or information over it. Augmented reality applications are developed on special 3D programs that enable developers to integrate contextual or digital content with the real world. While virtual reality is also a three-dimensional (3D)—computer generated environment—which completely immerses end users in an artificial world without seeing the real world.

Based on components, the market is divided into hardware, software and services. By industry vertical, the market is segmented into healthcare, retail, education, consumer goods, media & entertainment, industrial, commercial 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:

Affordable hardware prices

Increasing penetration of gaming consoles

Restraints:

Lack of awareness in underdeveloped regions such as Africa and Latin America.

## **MARKET PLAYERS:**

The top players in the global virtual and augmented reality market include Oculus VR LLC, Microsoft Corporation, Samsung Electronics, Google Inc., HTC Corporation, Intel Corporation, Magic Leap, Inc., Vuzix Corporation, Blippar.com Ltd., and Nokia Corporation.

## **KEY TAKEAWAYS**

### **MARKET LANDSCAPE:**

By Component

Hardware

Software

Services

By Industry Vertical

Healthcare

Retail

Education,

Consumer goods

Media& entertainment

Industrial

Commercial

Others

## By Geography

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia-Pacific

China

Japan

India

Australia

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 (2014-2016)

### **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 virtual and augmented reality market shares analysis, 2014-2025
  - 3.4.1. Global virtual and augmented reality market shares by components, 2014-2025
  - 3.4.2. Global virtual and augmented reality market shares by industry vertical, 2014-2025
  - 3.4.3. Global virtual and augmented reality market shares by geography, 2014-2025

### **4. GLOBAL VIRTUAL AND AUGMENTED REALITY MARKET BY COMPONENT**

- 4.1. Hardware
  - 4.1.1. Historical market size by region, 2014-2016
  - 4.1.2. Market forecast by region, 2017-2025
- 4.2. Software
  - 4.2.1. Historical market size by region

4.2.2. Market forecast by region

4.3. Services

4.3.1. Historical market size by region, 2014-2016

4.3.2. Market forecast by region, 2017-2025

## **5. GLOBAL VIRTUAL AND AUGMENTED REALITY MARKET BY INDUSTRY VERTICAL**

5.1. Retail

5.1.1. Historical market size by region, 2014-2016

5.1.2. Market forecast by region, 2017-2025

5.2. Consumer goods

5.2.1. Historical market size by region, 2014-2016

5.2.2. Market forecast by region, 2017-2025

5.3. Education

5.3.1. Historical market size by region, 2014-2016

5.3.2. Market forecast by region, 2017-2025

5.4. Media and entertainment

5.4.1. Historical market size by region, 2014-2016

5.4.2. Market forecast by region, 2017-2025

5.5. Industrial

5.5.1. Historical market size by region, 2014-2016

5.5.2. Market forecast by region, 2017-2025

5.6. Commercial

5.6.1. Historical market size by region, 2014-2016

5.6.2. Market forecast by region, 2017-2025

5.7. Others

5.7.1. Historical market size by region, 2014-2016

5.7.2. Market forecast by region, 2017-2025

## **6. GLOBAL VIRTUAL AND AUGMENTED REALITY MARKET BY GEOGRAPHY**

6.1. North America

6.1.1. U.S.

6.1.1.1. Historical market size, 2014-2016

6.1.1.2. Market forecast, 2017-2025

6.1.2. Canada

6.1.2.1. Historical market size, 2014-2016

6.1.2.2. Market forecast, 2017-2025

- 6.1.3. Mexico
  - 6.1.3.1. Historical market size, 2014-2016
  - 6.1.3.2. Market forecast, 2017-2025
- 6.2. Europe
  - 6.2.1. UK
    - 6.2.1.1. Historical market size, 2014-2016
    - 6.2.1.2. Market forecast, 2017-2025
  - 6.2.2. Germany
    - 6.2.2.1. Historical market size, 2014-2016
    - 6.2.2.2. Market forecast, 2017-2025
  - 6.2.3. France
    - 6.2.3.1. Historical market size, 2014-2016
    - 6.2.3.2. Market forecast, 2017-2025
  - 6.2.4. Spain
    - 6.2.4.1. Historical market size, 2014-2016
    - 6.2.4.2. Market forecast, 2017-2025
  - 6.2.5. Italy
    - 6.2.5.1. Historical market size, 2014-2016
    - 6.2.5.2. Market forecast, 2017-2025
  - 6.2.6. Rest of Europe
    - 6.2.6.1. Historical market size, 2014-2016
    - 6.2.6.2. Market forecast, 2017-2025
- 6.3. Asia-Pacific
  - 6.3.1. China
    - 6.3.1.1. Historical market size, 2014-2016
    - 6.3.1.2. Market forecast, 2017-2025
  - 6.3.2. Japan
    - 6.3.2.1. Historical market size, 2014-2016
    - 6.3.2.2. Market forecast, 2017-2025
  - 6.3.3. India
    - 6.3.3.1. Historical market size, 2014-2016
    - 6.3.3.2. Market forecast, 2017-2025
  - 6.3.4. Australia
    - 6.3.4.1. Historical market size, 2014-2016
    - 6.3.4.2. Market forecast, 2017-2025
  - 6.3.5. South Korea
    - 6.3.5.1. Historical market size, 2014-2016
    - 6.3.5.2. Market forecast, 2017-2025
  - 6.3.6. Rest of Asia-Pacific

6.3.6.1. Historical market size, 2014-2016

6.3.6.2. Market forecast, 2017-2025

#### 6.4. LAMEA

##### 6.4.1. Brazil

6.4.1.1. Historical market size, 2014-2016

6.4.1.2. Market forecast, 2017-2025

##### 6.4.2. Saudi Arabia

6.4.2.1. Historical market size, 2014-2016

6.4.2.2. Market forecast, 2017-2025

##### 6.4.3. South Africa

6.4.3.1. Historical market size, 2014-2016

6.4.3.2. Market forecast, 2017-2025

##### 6.4.4. Rest of LAMEA

6.4.4.1. Historical market size, 2014-2016

6.4.4.2. Market forecast, 2017-2025

## 7. COMPANY PROFILES

### 7.1. Oculus VR LLC

7.1.1. Overview

7.1.2. Financials and business segments

7.1.3. Recent developments

### 7.2. Microsoft Corporation

7.2.1. Overview

7.2.2. Financials and business segments

7.2.3. Recent developments

### 7.3. Samsung Electronics

7.3.1. Overview

7.3.2. Financials and business segments

7.3.3. Recent developments

### 7.4. Google Inc.

7.4.1. Overview

7.4.2. Financials and business segments

7.4.3. Recent developments

### 7.5. HTC Corporation

7.5.1. Overview

7.5.2. Financials and business segments

7.5.3. Recent developments

### 7.6. Intel Corporation



- 7.6.1. Overview
- 7.6.2. Financials and business segments
- 7.6.3. Recent developments
- 7.7. Magic Leap, Inc.
  - 7.7.1. Overview
  - 7.7.2. Financials and business segments
  - 7.7.3. Recent developments
- 7.8. Vuzix Corporation
  - 7.8.1. Overview
  - 7.8.2. Financials and business segments
  - 7.8.3. Recent developments
- 7.9. Blippar.Inc
  - 7.9.1. Overview
  - 7.9.2. Financials and business segments
  - 7.9.3. Recent developments
- 7.10. Nokia Corporation
  - 7.10.1. Overview
  - 7.10.2. Financials and business segments
  - 7.10.3. Recent developments

## List Of Tables

### LIST OF TABLES

Table 1. Virtual and Augmented Reality Market Share, by Component, 2014-2025

Table 2. Virtual and Augmented Reality Market Share, by Industry Vertical, 2014-2025

Table 3. Virtual and Augmented Reality Market Share, by Region, 2014-2025

Table 4. Virtual and Augmented Reality Market Value for Hardware, by Region, 2017-2025, \$million

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

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

Table 7. Virtual and Augmented Reality Market Value for Healthcare, by Region, 2017-2025, \$million

Table 8. Virtual and Augmented Reality Market Value for Retail, by Region, 2017-2025, \$million

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

Table 10. Virtual and Augmented Reality Market Value for Consumer Goods, by Region, 2017-2025, \$million

Table 11. Virtual and Augmented Reality Market Value for Media & Entertainment, by Region, 2017-2025, \$million

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

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

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

Table 15. Virtual and Augmented Reality Market Value for North America, by Country, 2014-2025, \$million

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

Table 17. Virtual and Augmented Reality Market Value for North America, by Industry Vertical, 2014-2025, \$million

Table 18. Virtual and Augmented Reality Market Value for Europe, by Country,

2014-2025, \$million

Table 19. Virtual and Augmented Reality Market Value for Europe, by Component, 2014-2025, \$million

Table 20. Virtual and Augmented Reality Market Value for Europe, by Industry Vertical, 2014-2025, \$million

Table 21. Virtual and Augmented Reality Market Value for Asia-Pacific, by Country, 2014-2025, \$million

Table 22. Virtual and Augmented Reality Market Value for Asia-Pacific, by Component, 2014-2025, \$million

Table 23. Virtual and Augmented Reality Market Value for Asia-Pacific, by Industry Vertical, 2014-2025, \$million

Table 24. Virtual and Augmented Reality Market Value for LAMEA, by Country, 2014-2025, \$million

Table 25. Virtual and Augmented Reality Market Value for LAMEA, by Component, 2014-2025, \$million

Table 26. Virtual and Augmented Reality Market Value for LAMEA, by Industry Vertical, 2014-2025, \$million

Table 27. Oculus VR LLC - Company Snapshot

Table 28. Microsoft Corporation - Company Snapshot

Table 29. Samsung Electronics - Company Snapshot

Table 30. Google Inc. - Company Snapshot

Table 31. HTC Corporation - Company Snapshot

Table 32. Intel Corporation - Company Snapshot

Table 33. Magic Leap, Inc. - Company Snapshot

Table 34. Vuzix Corporation - Company Snapshot

Table 35. Blippar Inc. - Company Snapshot

Table 36. Nokia Corporation - Company Snapshot

## List Of Figures

### LIST OF FIGURES

- Figure 1. Virtual and Augmented Reality: Hardware Market Value, 2014-2016, \$million
- Figure 2. Virtual and Augmented Reality: Software Market Value, 2014-2016, \$million
- Figure 3. Virtual and Augmented Reality: Services Market Value, 2014-2016, \$million
- Figure 4. Virtual and Augmented Reality: Healthcare Market Value, 2014-2016, \$million
- Figure 5. Virtual and Augmented Reality: Retail Market Value, 2014-2016, \$million
- Figure 6. Virtual and Augmented Reality: Education Market Value, 2014-2016, \$million
- Figure 7. Virtual and Augmented Reality: Consumer Goods Market Value, 2014-2016, \$million
- Figure 8. Virtual and Augmented Reality: Media & Entertainment Market Value, 2014-2016, \$million
- Figure 9. Virtual and Augmented Reality: Industrial Market Value, 2014-2016, \$million
- Figure 10. Virtual and Augmented Reality: Commercial Market Value, 2014-2016, \$million
- Figure 11. Virtual and Augmented Reality: Others Market Value, 2014-2016, \$million
- Figure 12. Virtual and Augmented Reality: U.S. Market Value, 2014-2016, \$million
- Figure 13. Virtual and Augmented Reality: U.S. Market Value, 2017-2025, \$million
- Figure 14. Virtual and Augmented Reality: Canada Market Value, 2014-2016, \$million
- Figure 15. Virtual and Augmented Reality: Canada Market Value, 2017-2025, \$million
- Figure 16. Virtual and Augmented Reality: Mexico Market Value, 2014-2016, \$million
- Figure 17. Virtual and Augmented Reality: Mexico Market Value, 2017-2025, \$million
- Figure 18. Virtual and Augmented Reality: UK Market Value, 2014-2016, \$million
- Figure 19. Virtual and Augmented Reality: UK Market Value, 2017-2025, \$million
- Figure 20. Virtual and Augmented Reality: Germany Market Value, 2014-2016, \$million
- Figure 21. Virtual and Augmented Reality: Germany Market Value, 2017-2025, \$million
- Figure 22. Virtual and Augmented Reality: France Market Value, 2014-2016, \$million
- Figure 23. Virtual and Augmented Reality: France Market Value, 2017-2025, \$million
- Figure 24. Virtual and Augmented Reality: Spain Market Value, 2014-2016, \$million
- Figure 25. Virtual and Augmented Reality: Spain Market Value, 2017-2025, \$million
- Figure 26. Virtual and Augmented Reality: Italy Market Value, 2014-2016, \$million
- Figure 27. Virtual and Augmented Reality: Italy Market Value, 2017-2025, \$million
- Figure 28. Virtual and Augmented Reality: Rest of Europe Market Value, 2014-2016, \$million
- Figure 29. Virtual and Augmented Reality: Rest of Europe Market Value, 2017-2025, \$million
- Figure 30. Virtual and Augmented Reality: China Market Value, 2014-2016, \$million

Figure 31. Virtual and Augmented Reality: China Market Value, 2017-2025, \$million

Figure 32. Virtual and Augmented Reality: Japan Market Value, 2014-2016, \$million

Figure 33. Virtual and Augmented Reality: Japan Market Value, 2017-2025, \$million

Figure 34. Virtual and Augmented Reality: India Market Value, 2014-2016, \$million

Figure 35. Virtual and Augmented Reality: India Market Value, 2017-2025, \$million

Figure 36. Virtual and Augmented Reality: Australia Market Value, 2014-2016, \$million

Figure 37. Virtual and Augmented Reality: Australia Market Value, 2017-2025, \$million

Figure 38. Virtual and Augmented Reality: South Korea Market Value, 2014-2016, \$million

Figure 39. Virtual and Augmented Reality: South Korea Market Value, 2017-2025, \$million

Figure 40. Virtual and Augmented Reality: Rest of Asia-Pacific Market Value, 2014-2016, \$million

Figure 41. Virtual and Augmented Reality: Rest of Asia-Pacific Market Value, 2017-2025, \$million

Figure 42. Virtual and Augmented Reality: Brazil Market Value, 2014-2016, \$million

Figure 43. Virtual and Augmented Reality: Brazil Market Value, 2017-2025, \$million

Figure 44. Virtual and Augmented Reality: Saudi Arabia Market Value, 2014-2016, \$million

Figure 45. Virtual and Augmented Reality: Saudi Arabia Market Value, 2017-2025, \$million

Figure 46. Virtual and Augmented Reality: South Africa Market Value, 2014-2016, \$million

Figure 47. Virtual and Augmented Reality: South Africa Market Value, 2017-2025, \$million

Figure 48. Virtual and Augmented Reality: Rest of LAMEA Market Value, 2014-2016, \$million

Figure 49. Virtual and Augmented Reality: Rest of LAMEA Market Value, 2017-2025, \$million

## **COMPANIES MENTIONED**

The top players in the global virtual and augmented reality market include Oculus VR LLC, Microsoft Corporation, Samsung Electronics, Google Inc., HTC Corporation, Intel Corporation, Magic Leap, Inc., Vuzix Corporation, Blippar.com Ltd., and Nokia Corporation.

## I would like to order

Product name: Global Virtual and Augmented Reality Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014-2025

Product link: <https://marketpublishers.com/r/GE1A006D3D5EN.html>

Price: US\$ 3,619.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE1A006D3D5EN.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**

Customer 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

