

# Extended Reality - Global Market Outlook (2020-2028)

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## Abstracts

According to Statistics MRC, the Global Extended Reality Market is accounted for \$22.58 billion in 2020 and is expected to reach \$168.88 billion by 2028 growing at a CAGR of 28.6% during the forecast period. Factors such as increasing adoption of smart devices, growing adoption of augmented & virtual reality solutions, and advancements in technologies are driving the growth of the market. However high installation and maintenance cost is hampering the growth of the market.

Extended reality (XR) is a term for all immersive technologies such as augmented reality (AR), virtual reality (VR), and mixed reality (MR). All these immersive technologies extend reality experience by either blending virtual and physical worlds or by creating a fully immersive experience.

Based on the end user, the consumer segment is anticipated to expand at a rapid pace during the forecast period owing to the flourishing gaming, sports, and entertainment sectors. By geography, North America is going to have high growth during the forecast period which can be attributed to the growing use of smartphones and surging demand for extended reality technology in various applications.

Some of the key players profiled in the Extended Reality Market include Softweb Solutions Inc., VertexPlus Softwares Pvt. Ltd., Apple, Talespin Reality Labs Inc., SphereGen Technologies, Microsoft, Google, Seiko Epson, Qualcomm Technologies Inc., PTC, Oculus VR, Northern Digital Inc., Samsung Electronics, HTC, SoftServe Inc, Facebook, Sony, Accenture PLC, and Varjo Technologies OY.

Offerings Covered:

Hardware

## Services

Software

Solution

## Users Covered:

Multi-User

Single-User

## Device Types Covered:

Virtual Reality Devices

Mixed Reality Devices

Augmented Reality Devices

## Technologies Covered:

Virtual Reality Technology

Mixed Reality Technology

Augmented Reality Technology

## Organization Sizes Covered:

Large Enterprises

Small & Medium-Sized Enterprises

## End Users Covered:

Commercial

Consumer

Industrial & Manufacturing

Healthcare & Life Sciences

Automotive

Energy

Aerospace & Defense

Other End Users

## Platforms Covered:

Personal Computer (PC)

Mobile

Headset

## Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

## Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

## Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

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