

Mobile Augmented Reality Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Component (Hardware, Software), By Applications (Smartphones, Smart Glasses & Wearable, Tablets), By End-User (Telecommunication, Gaming & Entertainment), By Region, By Competition, 2019-2029F

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Abstracts

Global Mobile Augmented Reality Market was valued at USD 30.21 billion in 2023 and is expected to reach USD 86.43 billion by 2029 with a CAGR of 18.97% during the forecast period. The Mobile Augmented Reality (AR) market refers to the segment of the technology industry focused on the integration of augmented reality experiences with mobile devices, such as smartphones and tablets. Augmented reality, a technology that overlays digital information—such as graphics, sounds, and data—onto the physical world, has seen significant growth due to the widespread adoption of mobile devices equipped with advanced sensors, cameras, and processing power. This market encompasses a wide range of applications and services that enhance user interaction by blending virtual elements with real-world environments. Key components of the Mobile AR market include AR software applications, development platforms, and hardware solutions. AR applications span various sectors, including gaming, retail, healthcare, education, and navigation, providing interactive and immersive experiences that enhance user engagement and productivity. For instance, in gaming, AR creates interactive environments that integrate with real-world objects, while in retail, AR enables virtual try-ons of products.

Key Market Drivers

Rising Adoption of Smartphones and Tablets

The proliferation of smartphones and tablets is a key driver for the global mobile augmented reality (AR) market. As these devices become increasingly integral to daily life, their advanced hardware capabilities, such as high-resolution cameras, powerful processors, and sensors, provide a robust platform for AR applications. The widespread adoption of these devices ensures a large and growing user base for AR technologies. With the continual advancements in mobile device specifications, including better processing power and improved graphics capabilities, users can experience more sophisticated and immersive AR applications. This technological evolution enables a range of AR experiences, from interactive gaming and educational tools to practical applications in retail and navigation. Additionally, the decreasing cost of high-performance smartphones and tablets makes AR more accessible to a broader audience, further fueling market growth. As more consumers and businesses embrace mobile AR, the demand for innovative and engaging AR applications increases, driving further investment and development in the sector.

Advancements in AR Technology and Development Tools

Technological advancements in AR technology and development tools are significantly driving the global mobile AR market. Innovations such as improved AR frameworks, more accurate tracking algorithms, and enhanced computer vision technologies are expanding the capabilities of mobile AR applications. These advancements enable developers to create more realistic and interactive AR experiences, which enhance user engagement and satisfaction. Development tools and platforms, such as ARKit for iOS and ARCore for Android, provide developers with powerful resources to build and deploy AR applications more efficiently. These tools simplify the integration of AR features into mobile apps, reducing the time and cost associated with development. Furthermore, the growth of AR software development kits (SDKs) and application programming interfaces (APIs) facilitates the creation of customized AR solutions tailored to specific industry needs. As technology continues to advance, AR applications become more versatile and compelling, driving further adoption and market expansion.

Increasing Demand for Interactive and Engaging Content

The growing demand for interactive and engaging content is a significant driver of the global mobile AR market. As consumers seek more immersive and dynamic experiences, AR technology provides a unique way to blend digital content with the real world, creating compelling and interactive experiences. In sectors such as retail, AR

enhances shopping experiences by allowing customers to visualize products in their own environment before making a purchase, leading to increased customer satisfaction and higher conversion rates. In education and training, AR offers interactive learning tools that enhance engagement and knowledge retention by presenting information in a more intuitive and visually appealing manner. Additionally, the gaming industry benefits from AR by delivering innovative gameplay experiences that blend physical and digital worlds. The increasing demand for such engaging and interactive content drives investment in AR technology and applications, leading to the development of new and diverse use cases that expand the market further.

Key Market Challenges

Technological Limitations and Integration Challenges

The global Mobile Augmented Reality (AR) market faces substantial challenges related to technological limitations and integration complexities. Despite significant advancements, AR technology still grapples with issues such as limited processing power, battery life constraints, and insufficient camera quality on mobile devices. These limitations can hinder the performance and usability of AR applications, impacting user experience and adoption rates. Additionally, integrating AR solutions into existing systems and platforms presents a complex challenge. Mobile AR applications often require seamless interaction with various hardware and software components, including sensors, GPS, and cloud-based services. Ensuring compatibility across a diverse range of devices and operating systems complicates the development process, increases costs, and potentially leads to fragmented user experiences. Moreover, developers must address issues related to data privacy and security, as AR applications often collect and process large amounts of user data. This requires robust security measures and compliance with data protection regulations, further adding to the complexity of integration. As AR technology evolves, addressing these technological and integration challenges is crucial for driving market growth and achieving widespread adoption.

High Development Costs and Market Fragmentation

Another significant challenge in the global Mobile Augmented Reality market is the high development costs associated with creating AR applications and maintaining competitive differentiation. Developing high-quality AR experiences often involves substantial investments in research and development, as well as advanced hardware and software tools. These costs can be prohibitive for smaller companies or startups, potentially limiting innovation and market entry. Additionally, the AR market is highly

fragmented, with numerous players offering diverse solutions across different sectors, including gaming, retail, and education. This fragmentation creates a competitive landscape where companies must continuously innovate to stay ahead of rivals and address varying consumer preferences. The lack of standardization in AR technologies further complicates this environment, as disparate systems and platforms can lead to interoperability issues and inconsistent user experiences. To succeed in this fragmented market, companies need to navigate these complexities while managing costs effectively and delivering differentiated, high-quality AR solutions. Balancing these factors is critical for capturing market share and sustaining long-term growth in the dynamic AR landscape.

Key Market Trends

Integration with E-Commerce and Retail:

The integration of mobile augmented reality (AR) with e-commerce and retail is a prominent trend reshaping the industry. Retailers are increasingly adopting AR to enhance the online shopping experience, providing customers with immersive product interactions and personalized experiences. Mobile AR applications enable virtual try-ons, where consumers can visualize how products such as clothing, accessories, or cosmetics will look on them before making a purchase. This functionality not only helps in reducing return rates but also increases customer satisfaction by allowing them to make more informed decisions. Retailers are also using AR for interactive product demonstrations and virtual showrooms, bridging the gap between physical and online shopping. This trend is driven by advancements in AR technology, which offer high-quality graphics and real-time interaction, along with the growing consumer preference for personalized shopping experiences. As AR technology continues to evolve, its integration into e-commerce platforms is expected to become more sophisticated, further enhancing customer engagement and driving sales growth in the retail sector.

Growth in Gaming and Entertainment:

The global mobile AR market is experiencing significant growth in the gaming and entertainment sectors, driven by the increasing popularity of immersive and interactive experiences. AR technology enhances traditional gaming by blending virtual elements with the real world, creating engaging and dynamic gameplay experiences. Popular games like Pok?mon GO have demonstrated the potential of AR to captivate users by integrating virtual characters into real-world environments. This trend is supported by advancements in AR technology, such as improved motion tracking, real-time

rendering, and spatial awareness, which enable more realistic and interactive gaming experiences. Additionally, AR is being used in entertainment applications beyond gaming, including interactive storytelling, live events, and concerts, where it enhances audience engagement through virtual elements and immersive visuals. The growth of the gaming and entertainment segment is fueled by the increasing adoption of AR-capable devices, such as smartphones and tablets, and the expanding availability of AR development tools that allow creators to build innovative and engaging content.

Segmental Insights

Component Insights

The Software segment held the largest Market share in 2023. The Mobile Augmented Reality (AR) market within the software segment is experiencing robust growth driven by several key factors. One of the primary drivers is the increasing adoption of smartphones and tablets equipped with advanced sensors and processing capabilities, which enable seamless AR experiences. This proliferation of mobile devices with enhanced graphical and computational power has created a fertile ground for AR applications, offering immersive experiences in gaming, retail, education, and various other domains. The rapid advancements in AR development platforms and software frameworks are simplifying the creation and deployment of AR applications, thereby accelerating market growth. The integration of AR with other emerging technologies, such as artificial intelligence (AI) and machine learning, further enhances its capabilities, providing more personalized and interactive user experiences. For instance, AI-driven AR applications can offer real-time object recognition and contextual information, enriching user engagement and satisfaction. Another significant driver is the increasing investment by tech giants and startups in AR software development, leading to innovative solutions and applications that cater to diverse industry needs. The growing focus on enhancing customer experiences and operational efficiencies is prompting businesses across sectors to adopt AR solutions for applications such as virtual try-ons, interactive product demos, and remote assistance.

The rise of social media platforms incorporating AR features, such as filters and effects, is contributing to the mainstream acceptance and demand for mobile AR applications. Additionally, the expanding ecosystem of AR content creators and developers is fueling the growth of AR software by introducing new and engaging content that attracts users and encourages widespread adoption. The continuous evolution of AR technology, including improvements in real-time rendering, spatial awareness, and gesture recognition, is also playing a crucial role in driving the market forward. As AR

technology becomes more sophisticated and accessible, its applications are extending beyond entertainment to include practical use cases in areas such as training, healthcare, and navigation. For example, AR-based training applications can provide interactive simulations for complex procedures, while AR navigation apps offer enhanced wayfinding and spatial orientation in unfamiliar environments. The combination of technological advancements, increasing consumer demand, and growing industry investments is propelling the growth of the Mobile Augmented Reality market in the software segment, positioning it as a pivotal driver in the broader AR ecosystem.

Regional Insights

Asia-Pacific region held the largest market share in 2023. The Mobile Augmented Reality (AR) market in the Asia Pacific region is experiencing significant growth driven by several key factors. One of the primary drivers is the rapid advancement in mobile technology, including the proliferation of smartphones and tablets equipped with powerful processors, high-resolution cameras, and advanced sensors. This technological evolution enables more immersive and interactive AR experiences, fostering increased consumer adoption and engagement. Additionally, the expanding internet infrastructure and the rise of high-speed connectivity, such as 4G and 5G networks, further enhance AR applications by providing the necessary bandwidth and low latency required for seamless real-time interactions. The growing popularity of AR-enabled gaming and entertainment applications also contributes to market growth, as consumers seek novel and immersive experiences.

The rise of e-commerce in the region is a significant driver, with AR technologies offering innovative ways to visualize products, enhance shopping experiences, and reduce return rates through virtual try-ons and product simulations. The Asia Pacific region's large and diverse population also presents a substantial market opportunity, with varying consumer preferences driving the demand for region-specific AR applications tailored to local cultures and languages. Government initiatives and investments in technology and innovation are fostering a conducive environment for AR market expansion. These initiatives include funding for research and development, support for tech startups, and the creation of technology hubs. The increasing adoption of AR in various sectors, including retail, education, healthcare, and real estate, further fuels market growth. The strong presence of tech giants and startups in the region, coupled with a vibrant ecosystem of AR developers and solution providers, accelerates innovation and market expansion. As the region continues to invest in and embrace new technologies, the Mobile AR market is set to experience sustained growth, driven by

technological advancements, increased consumer demand, and supportive market conditions.

Key Market Players

Qualcomm Incorporated

SAP SE

Microsoft Corporation

Alphabet Inc.

Magic Leap, Inc.

HCL Technologies Limited

Apple Inc.

Intel Corporation

Report Scope:

In this report, the Global Mobile Augmented Reality Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Mobile Augmented Reality Market, By Component:

Hardware

Software

Mobile Augmented Reality Market, By Applications:

Smartphones

Smart Glasses & Wearable

Tablets

Mobile Augmented Reality Market, By End-User:

Telecommunication

Gaming & Entertainment

Mobile Augmented Reality Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Mobile Augmented Reality Market.

Available Customizations:

Global Mobile Augmented Reality Market report with the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. GLOBAL MOBILE AUGMENTED REALITY MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Component (Hardware, Software)
 - 5.2.2. By Applications (Smartphones, Smart Glasses & Wearable, Tablets)
 - 5.2.3. By End-User (Telecommunication, Gaming & Entertainment)
 - 5.2.4. By Region

- 5.2.5. By Company (2023)
- 5.3. Market Map

6. NORTH AMERICA MOBILE AUGMENTED REALITY MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Component
 - 6.2.2. By Applications
 - 6.2.3. By End-User
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Mobile Augmented Reality Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Component
 - 6.3.1.2.2. By Applications
 - 6.3.1.2.3. By End-User
 - 6.3.2. Canada Mobile Augmented Reality Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Component
 - 6.3.2.2.2. By Applications
 - 6.3.2.2.3. By End-User
 - 6.3.3. Mexico Mobile Augmented Reality Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Component
 - 6.3.3.2.2. By Applications
 - 6.3.3.2.3. By End-User

7. EUROPE MOBILE AUGMENTED REALITY MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Component

7.2.2. By Applications

7.2.3. By End-User

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Mobile Augmented Reality Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Component

7.3.1.2.2. By Applications

7.3.1.2.3. By End-User

7.3.2. United Kingdom Mobile Augmented Reality Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Component

7.3.2.2.2. By Applications

7.3.2.2.3. By End-User

7.3.3. Italy Mobile Augmented Reality Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Component

7.3.3.2.2. By Applications

7.3.3.2.3. By End-User

7.3.4. France Mobile Augmented Reality Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Component

7.3.4.2.2. By Applications

7.3.4.2.3. By End-User

7.3.5. Spain Mobile Augmented Reality Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Component

7.3.5.2.2. By Applications

7.3.5.2.3. By End-User

8. ASIA-PACIFIC MOBILE AUGMENTED REALITY MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Component

8.2.2. By Applications

8.2.3. By End-User

8.2.4. By Country

8.3. Asia-Pacific: Country Analysis

8.3.1. China Mobile Augmented Reality Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Component

8.3.1.2.2. By Applications

8.3.1.2.3. By End-User

8.3.2. India Mobile Augmented Reality Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Component

8.3.2.2.2. By Applications

8.3.2.2.3. By End-User

8.3.3. Japan Mobile Augmented Reality Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Component

8.3.3.2.2. By Applications

8.3.3.2.3. By End-User

8.3.4. South Korea Mobile Augmented Reality Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Component

- 8.3.4.2.2. By Applications
- 8.3.4.2.3. By End-User
- 8.3.5. Australia Mobile Augmented Reality Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Component
 - 8.3.5.2.2. By Applications
 - 8.3.5.2.3. By End-User

9. SOUTH AMERICA MOBILE AUGMENTED REALITY MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Component
 - 9.2.2. By Applications
 - 9.2.3. By End-User
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Mobile Augmented Reality Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Component
 - 9.3.1.2.2. By Applications
 - 9.3.1.2.3. By End-User
 - 9.3.2. Argentina Mobile Augmented Reality Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Component
 - 9.3.2.2.2. By Applications
 - 9.3.2.2.3. By End-User
 - 9.3.3. Colombia Mobile Augmented Reality Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Component

9.3.3.2.2. By Applications

9.3.3.2.3. By End-User

10. MIDDLE EAST AND AFRICA MOBILE AUGMENTED REALITY MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Component

10.2.2. By Applications

10.2.3. By End-User

10.2.4. By Country

10.3. Middle East and Africa: Country Analysis

10.3.1. South Africa Mobile Augmented Reality Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Component

10.3.1.2.2. By Applications

10.3.1.2.3. By End-User

10.3.2. Saudi Arabia Mobile Augmented Reality Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Component

10.3.2.2.2. By Applications

10.3.2.2.3. By End-User

10.3.3. UAE Mobile Augmented Reality Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Component

10.3.3.2.2. By Applications

10.3.3.2.3. By End-User

10.3.4. Kuwait Mobile Augmented Reality Market Outlook

10.3.4.1. Market Size & Forecast

10.3.4.1.1. By Value

10.3.4.2. Market Share & Forecast

- 10.3.4.2.1. By Component
- 10.3.4.2.2. By Applications
- 10.3.4.2.3. By End-User
- 10.3.5. Turkey Mobile Augmented Reality Market Outlook
 - 10.3.5.1. Market Size & Forecast
 - 10.3.5.1.1. By Value
 - 10.3.5.2. Market Share & Forecast
 - 10.3.5.2.1. By Component
 - 10.3.5.2.2. By Applications
 - 10.3.5.2.3. By End-User

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPANY PROFILES

- 13.1. Qualcomm Incorporated
 - 13.1.1. Business Overview
 - 13.1.2. Key Revenue and Financials
 - 13.1.3. Recent Developments
 - 13.1.4. Key Personnel/Key Contact Person
 - 13.1.5. Key Product/Services Offered
- 13.2. SAP SE
 - 13.2.1. Business Overview
 - 13.2.2. Key Revenue and Financials
 - 13.2.3. Recent Developments
 - 13.2.4. Key Personnel/Key Contact Person
 - 13.2.5. Key Product/Services Offered
- 13.3. Microsoft Corporation
 - 13.3.1. Business Overview
 - 13.3.2. Key Revenue and Financials
 - 13.3.3. Recent Developments
 - 13.3.4. Key Personnel/Key Contact Person
 - 13.3.5. Key Product/Services Offered
- 13.4. Alphabet Inc.

- 13.4.1. Business Overview
- 13.4.2. Key Revenue and Financials
- 13.4.3. Recent Developments
- 13.4.4. Key Personnel/Key Contact Person
- 13.4.5. Key Product/Services Offered
- 13.5. Magic Leap, Inc.
 - 13.5.1. Business Overview
 - 13.5.2. Key Revenue and Financials
 - 13.5.3. Recent Developments
 - 13.5.4. Key Personnel/Key Contact Person
 - 13.5.5. Key Product/Services Offered
- 13.6. HCL Technologies Limited
 - 13.6.1. Business Overview
 - 13.6.2. Key Revenue and Financials
 - 13.6.3. Recent Developments
 - 13.6.4. Key Personnel/Key Contact Person
 - 13.6.5. Key Product/Services Offered
- 13.7. Apple Inc.
 - 13.7.1. Business Overview
 - 13.7.2. Key Revenue and Financials
 - 13.7.3. Recent Developments
 - 13.7.4. Key Personnel/Key Contact Person
 - 13.7.5. Key Product/Services Offered
- 13.8. Intel Corporation
 - 13.8.1. Business Overview
 - 13.8.2. Key Revenue and Financials
 - 13.8.3. Recent Developments
 - 13.8.4. Key Personnel/Key Contact Person
 - 13.8.5. Key Product/Services Offered

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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