

# Augmented Reality and Virtual Reality Market to 2025 - Global Analysis and Forecasts by Technology, Sensors & Components and Applications

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## Abstracts

AR and VR technologies were incepted in early 90`s, but the technologies are getting into mainstream in recent years. As the market is in emerging stage the number of players are limited and growing year on year, limited entry barrier at present is encouraging new ventures in AR and VR market, while many big players such as Google, Inc., Microsoft, Facebook, and many others are focusing to capitalize the market through their products and services. Though there are many other enterprises which have been working on these technologies are yet to spread their footprints across the globe. The global AR and VR market is expected to grow at a CAGR of 41.2% during the forecast period 2016 – 2025 and accounts for US\$ 130.01 Bn in the year 2025.

AR and VR market has been divided into segments such as technology i.e., AR and VR technologies, components and end-user industries. Components segment is further divided into sensors and other semiconductor components. End-user industry includes, Industrial, education, medical, aerospace & defense, entertainment and retail among others. The entertainment industry finds the largest application in the AR and VR market and consequently is expected to grow at a CAGR of 43.9% during the forecast period. AR and VR market is further bifurcated into geography`s which includes North America, Europe, APAC, Latin America (SAM) and Middle East & Africa (MEA). One of the prominent regions among these is North America which has registered highest adoption of AR and VR technologies in the current years, however APAC is estimated to be the leader in near future. Some of the major players of AR and VR market are Innovega, Inc., Augmented Pixels Co., Vuzix Corporation, DAQRI LLC, Total Immersion, Blippar, Oculus VR LLC, EON Reality, Inc., Microsoft Corporation, and Google, Inc. among others.

AR and VR market revenue has been analyzed by above mentioned segments in all the listed regions and then the market data is validated through primary interviews. Insights from key opinion leaders are gathered by reaching out to the industry experts in key companies all the regions mentioned above. The key drivers for this market include Big Data visualization to drive AR and VR market, and retail applications are expected to upsurge the demand for AR and VR. AR and VR applications are wide spread across different verticals, such as education, entertainment, training, medical, sports and others. The advancing applications of AR are expected to impact the way customers shop in near future, AR solutions will mainly impact the shopping attitudes of the customers and is expected to offer exciting experience to the customers.

## **REASONS TO BUY**

Understand the key players in the global augmented reality and virtual reality market upon what products/technologies have they launched, and how probable are these to thrive in the market

Highlights key business priorities in order to assist compani

## Contents

### 1 TABLE OF CONTENTS

### 2 INTRODUCTION

2.1 The Insight Partners Research Report Guidance

### 3 KEY TAKEAWAYS

### 4 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET LANDSCAPE

4.1 Overview

4.2 Market Segmentation

4.2.1 Global Augmented Reality (AR) and Virtual Reality (VR) Market – By Technology

4.2.2 Global Augmented Reality (AR) and Virtual Reality (VR) Market – By

Components

4.2.3 Global Augmented Reality (AR) and Virtual Reality (VR) Market – By End-user

Industry

4.2.4 Global Augmented Reality (AR) and Virtual Reality (VR) Market – By Geography

4.3 Value Chain Analysis

### 5 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET – KEY INDUSTRY DYNAMICS

5.1 Key Market Drivers

5.1.1 Increasing Smartphone and Tablet Market will pave the path for Augmented Reality

5.1.2 Retail and Shopping Applications are Expected to Upsurge the Demand for AR and VR

5.1.3 Big Data Visualization to Drive AR and VR Market

5.2 Key Market Restraints

5.2.1 Low Consumer Awareness and Expensive AR and VR Deployment

5.2.2 Legal Issues May Hinder Augmented Reality Market

5.3 Key Market Opportunities

5.3.1 AR and VR Foreshown as Next Big Thing in Computing

5.3.2 Prospective Investments in Hardware, Commercial and Industrial Applications to Bolster AR and VR Market

## 5.4 Future Trends

### 5.4.1 Gamification, Retail and Marketing

### 5.4.2 AR – A Boon to Any Businesses in the Near Future

## **6 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET – FIVE FORCES ANALYSIS**

### 6.1 Porters Five Forces Analysis

#### 6.1.1 Bargaining Power of Suppliers

#### 6.1.2 Bargaining Power of Buyers

#### 6.1.3 Threat of Substitutes

#### 6.1.4 Threat of New Entrants

#### 6.1.5 Degree of Competition

## **7 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET – COMPETITIVE LANDSCAPE**

### 7.1 Global Augmented Reality (AR) and Virtual Reality (VR) Market Sales Revenue (US\$ Bn), 2014 – 2025

### 7.2 Global Augmented Reality (AR) and Virtual Reality (VR) Market – List of Key Players by Product Portfolio, 2015

#### 7.2.1 Global Augmented Reality (AR) and Virtual Reality (VR) Market-List of Key Players by Product Portfolio, 2015

## **8 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET ANALYSIS – BY TECHNOLOGY**

### 8.1 Overview

### 8.2 Augmented Reality (AR)

#### 8.2.1 Overview

#### 8.2.2 Global Augmented Reality (AR) Market Revenue and Forecasts to 2025 (US\$ Bn)

### 8.3 Virtual Reality (VR)

#### 8.3.1 Overview

#### 8.3.2 Global Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

## **9 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET ANALYSIS – BY COMPONENTS**

## 9.1 Overview

## 9.2 Sensors

### 9.2.1 Overview

### 9.2.2 Global Smart Card based Augmented Reality (AR) and Virtual Reality (VR)

## Market Revenue and Forecasts to 2025 (US\$ Bn)

## 9.3 Semiconductor Components

### 9.3.1 Overview

### 9.3.2 Global Semiconductor Components Market Revenue and Forecasts to 2025 (US\$ Bn)

## 9.4 Others

### 9.4.1 Overview

### 9.4.2 Global Others Market Revenue and Forecasts to 2025 (US\$ Bn)

## **10 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET ANALYSIS – BY END-USER INDUSTRY**

## 10.1 Overview

## 10.2 Entertainment

### 10.2.1 Overview

### 10.2.2 Global Entertainment Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.3 Education

### 10.3.1 Overview

### 10.3.2 Global Education Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.4 Industrial

### 10.4.1 Overview

### 10.4.2 Global Industrial Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.5 Medical

### 10.5.1 Overview

### 10.5.2 Global Medical Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.6 Industrial

### 10.6.1 Overview

### 10.6.2 Global Industrial Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.7 Retail

### 10.7.1 Overview

### 10.7.2 Global Retail Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.8 Aerospace and Defense

### 10.8.1 Overview

### 10.8.2 Global Aerospace and Defense Market Revenue and Forecasts to 2025 (US\$ Bn)

## 10.9 Others

### 10.9.1 Overview

### 10.9.2 Global Others Market Revenue and Forecasts to 2025 (US\$ Bn)

## **11 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET – GEOGRAPHICAL ANALYSIS**

### 11.1 Overview

### 11.2 North America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025

#### 11.2.1 Overview

#### 11.2.2 North America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

#### 11.2.3 North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by key Countries

##### 11.2.3.1 U.S. Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

##### 11.2.3.2 Canada Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

##### 11.2.3.3 Mexico Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

#### 11.2.4 North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Technology

#### 11.2.5 North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Components

#### 11.2.6 North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by End-user Industry

### 11.3 Europe Augmented Reality (AR) and Virtual Reality (VR) Market, Sales Revenue and Forecasts to 2025

#### 11.3.1 Overview

#### 11.3.2 Europe Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

#### 11.3.3 Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Countries

##### 11.3.3.1 France Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

##### 11.3.3.2 Germany Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

##### 11.3.3.3 Italy Augmented Reality (AR) and Virtual Reality (VR) Revenue and

Forecasts to 2025 (US\$ Bn)

11.3.3.4 Spain Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.3.3.5 U.K. Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.3.3.6 Rest of Europe Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.3.4 Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Technology

11.3.5 Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Components

11.3.6 Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by End-user Industry

11.4 Asia Pacific (APAC) Augmented Reality (AR) and Virtual Reality (VR) Market, Sales Revenue and Forecasts to 2025

11.4.1 Overview

11.4.2 Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

11.4.3 Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Countries

11.4.3.1 Australia Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.4.3.2 China Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.4.3.3 India Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.4.3.4 Japan Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.4.3.5 Rest of APAC Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.4.4 Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Technology

11.4.5 Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Components

11.4.6 Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by End-user Industry

11.5 Middle East & Africa (MEA) Augmented Reality (AR) and Virtual Reality (VR) Market, Sales Revenue and Forecasts to 2025

11.5.1 Overview



11.5.2 Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

11.5.3 Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Countries

11.5.3.1 South Africa Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.5.3.2 Saudi Arabia Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.5.3.3 UAE Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.5.3.4 Rest of MEA Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.5.4 Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Technology

11.5.5 Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Components

11.5.6 Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by End-user Industry

11.6 South America (SAM) Augmented Reality (AR) and Virtual Reality (VR) Market, Sales Revenue and Forecasts to 2025

11.6.1 Overview

11.6.2 South America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

11.6.3 South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Countries

11.6.3.1 Brazil Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.6.3.2 Rest of SAM Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 (US\$ Bn)

11.6.4 South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Technology

11.6.5 South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Components

11.6.6 South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by End-user Industry

## **12 GLOBAL AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) MARKET, KEY COMPANY PROFILES**



## 12.1 DAQRI, LLC

### 12.1.1 Key Facts

### 12.1.2 Business Description

### 12.1.3 Financial Overview

### 12.1.4 SWOT Analysis

### 12.1.5 Key Developments

## 12.2 Augmented Pixels, Inc.

### 12.2.1 Key Facts

### 12.2.2 Business Description

### 12.2.3 Financial Overview

### 12.2.4 SWOT Analysis

### 12.2.5 Key Developments

## 12.3 EON Reality, Inc.

### 12.3.1 Key Facts

### 12.3.2 Business Description

### 12.3.3 Financial Overview

### 12.3.4 SWOT Analysis

### 12.3.5 Key Developments

## 12.4 Innovega, Inc.

### 12.4.1 Key Facts

### 12.4.2 Business Description

### 12.4.3 Financial Overview

### 12.4.4 SWOT Analysis

### 12.4.5 Key Developments

## 12.5 Catchoom

### 12.5.1 Key Facts

### 12.5.2 Business Description

### 12.5.3 Financial Overview

### 12.5.4 SWOT Analysis

### 12.5.5 Key Developments

## 12.6 Laster Technologies

### 12.6.1 Key Facts

### 12.6.2 Business Description

### 12.6.3 Financial Overview

### 12.6.4 SWOT Analysis

### 12.6.5 Key Developments

## 12.7 Layar B.V

### 12.7.1 Key Facts

### 12.7.2 Business Description

- 12.7.3 Financial Overview
- 12.7.4 SWOT Analysis
- 12.7.5 Key Developments
- 12.8 Total Immersion
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Financial Overview
  - 12.8.4 SWOT Analysis
  - 12.8.5 Key Developments
- 12.9 Vuzix Corporation
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Financial Overview
  - 12.9.4 SWOT Analysis
  - 12.9.5 Key Developments
- 12.10 Zugara, Inc.
  - 12.10.1 Key Facts
  - 12.10.2 Business Description
  - 12.10.3 Financial Overview
  - 12.10.4 SWOT Analysis
  - 12.10.5 Key Developments
- 12.11 Marxent Labs, LLC
  - 12.11.1 Key Facts
  - 12.11.2 Business Description
  - 12.11.3 Financial Overview
  - 12.11.4 SWOT Analysis
  - 12.11.5 Key Developments
- 12.12 Blippar
  - 12.12.1 Key Facts
  - 12.12.2 Business Description
  - 12.12.3 Financial Overview
  - 12.12.4 SWOT Analysis
  - 12.12.5 Key Developments
- 12.13 Oculus VR, LLC
  - 12.13.1 Key Facts
  - 12.13.2 Business Description
  - 12.13.3 Financial Overview
  - 12.13.4 SWOT Analysis
  - 12.13.5 Key Developments

- 12.14 Microsoft Corporation
  - 12.14.1 Key Facts
  - 12.14.2 Business Description
  - 12.14.3 Financial Overview
  - 12.14.4 SWOT Analysis
  - 12.14.5 Key Developments
- 12.15 Google, Inc.
  - 12.15.1 Key Facts
  - 12.15.2 Business Description
  - 12.15.3 Financial Overview
  - 12.15.4 SWOT Analysis
  - 12.15.5 Key Developments

## **13 APPENDIX**

- 13.1 About The Insight Partners
- 13.2 Glossary of Terms
- 13.3 Methodology
  - 13.3.1 Coverage
  - 13.3.2 Secondary Research
  - 13.3.3 Primary Research
- 13.4 Contact Us
- 13.5 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: AR and VR Funding by Category

Table 2: Augmented Reality and Virtual Reality Market – Porters Five Forces Analysis

Table 3: Global Augmented Reality and Virtual Reality Market Revenue (US\$ Bn), 2014 – 2025

Table 4: North America Augmented Reality (AR) and Virtual Reality (VR) Revenue and Forecasts to 2025 – By Technology (US\$ Bn)

Table 5: North America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Components (US\$ Bn)

Table 6: North America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By End-user Industry (US\$ Bn)

Table 7: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Technology (US\$ Bn)

Table 8: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Components (US\$ Bn)

Table 9: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By End-user Industry (US\$ Bn)

Table 10: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Technology (US\$ Bn)

Table 11: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Components (US\$ Bn)

Table 12: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By End-user industry (US\$ Bn)

Table 13: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Technology (US\$ Bn)

Table 14: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Components (US\$ Bn)

Table 15: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By End-user industry (US\$ Bn)

Table 16: South America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Technology (US\$ Bn)

Table 17: South America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By Components (US\$ Bn)

Table 18: South America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 – By End-user Industry (US\$ Bn)

Table 19: DAQRI, LLC, Key Facts, 2015

Table 20: DAQRI, LLC, SWOT Analysis

Table 21: Augmented Pixels Inc., Key Facts, 2015

Table 22: Augmented Pixels Inc., SWOT Analysis

Table 23: EON Reality, Key Facts, 2015

Table 24: EON Reality, SWOT Analysis

Table 25: Innovega, Inc., Key Facts, 2015

Table 26: Innovega, Inc., SWOT Analysis

Table 27: Catchoom Key Facts, 2015

Table 28: Catchoom SWOT Analysis

Table 29: Laster Technologies, Key Facts, 2015

Table 30: Laster Technologies, SWOT Analysis

Table 31: Layar B.V., Key Facts, 2015

Table 32: LAYAR B.V., SWOT Analysis

Table 33: Total Immersion, Key Facts, 2015

Table 34: Total Immersion, SWOT Analysis

Table 35: Vuzix Corporation, Key Facts, 2015

Table 36: Vuzix Corporation SWOT Analysis

Table 37: Zugara, Inc., Key Facts, 2015

Table 38: Zugara, Inc., SWOT Analysis

Table 39: Marxent Labs LLC Key Facts, 2015

Table 40: Marxent Labs LLC, SWOT Analysis

Table 41: Blippar, Key Facts, 2015

Table 42: Blippar, SWOT Analysis

Table 43: Oculus VR, LLC, Key Facts, 2015

Table 44: Oculus VR, LLC SWOT Analysis

Table 45: Microsoft Corporation, Key Facts, 2015

Table 46: Microsoft Corporation SWOT Analysis

Table 47: Google, Inc., Key Facts, 2015

Table 48: Google, Inc. SWOT Analysis

Table 49: Glossary of Terms, Augmented Reality and Virtual Reality Market

## List Of Figures

### LIST OF FIGURES

Figure 1: Retail: Augmented Reality and Virtual Reality Market, Revenue (US\$ Bn) 2014 & 2025

Figure 2: Augmented Reality and Virtual Reality Market, Revenue (US\$ Bn) 2015 & 2025

Figure 3: Augmented Reality and Virtual Reality Market Segmentation

Figure 4: Augmented Reality and Virtual Reality Market Segmentation

Figure 5: Augmented Reality and Virtual Reality Market – Value Chain Analysis

Figure 6: Smartphone Vendors, Shipments, and Market Share, Q1 2016 Preliminary Data (Units in Millions)

Figure 7: Interconnection of Big Data Processing Methods

Figure 8: Augmented Reality and Virtual Reality Market – Porters Five Forces Analysis

Figure 9: Global Augmented Reality and Virtual Reality Market Revenue (US\$ Bn), 2014 – 2025

Figure 10: Augmented Reality and Virtual Reality Market – List of Key Players by Product Portfolio, 2015

Figure 11: Global Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2015 (%)

Figure 12: Global Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2025 (%)

Figure 13: Global Augmented Reality (AR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 14: Global Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 15: Global Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2015 (%)

Figure 16: Global Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2025 (%)

Figure 17: Global Sensors Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 18: Global Semiconductor Components Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 19: Global Others Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 20: Global Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-User Industry, 2015 (%)

Figure 21: Global Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2025 (%)

Figure 22: Global Entertainment Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 23: Global Education Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 24: Global Industrial Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 25: Global Medical Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 26: Global Real Estate and Architecture Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 27: Global Retail Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 28: Global Aerospace and Defense Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 29: Global Others Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 30: Augmented Reality (AR) and Virtual Reality (VR) Market, Global Breakdown by Regions, 2015 (%)

Figure 31: Augmented Reality (AR) and Virtual Reality (VR) Market, Global Breakdown by Regions, 2025 (%)

Figure 32: North America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 33: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2015 (%)

Figure 34: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2025 (%)

Figure 35: U.S. Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 36: Canada Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 37: Mexico Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 38: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2015 (%)

Figure 39: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2025 (%)

Figure 40: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2015 (%)

Figure 41: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2025 (%)

Figure 42: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry 2015 (%)

Figure 43: North America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2025 (%)

Figure 44: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)



Figure 45: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Key Countries, 2015 (%)

Figure 46: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Key Countries, 2025 (%)

Figure 47: France Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 48: Germany Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 49: Italy Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 50: Spain Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 51: U.K Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 52: Rest of Europe Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 53: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2015 (%)

Figure 54: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2025 (%)

Figure 55: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2015 (%)

Figure 56: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2025 (%)

Figure 57: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2015 (%)

Figure 58: Europe Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2025 (%)

Figure 59: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 60: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2015 (%)

Figure 61: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2025 (%)

Figure 62: Australia Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 63: China Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 64: India Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and

Forecasts to 2025 (US\$ Bn)

Figure 65: Japan Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 66: Rest of APAC Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 67: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2015 (%)

Figure 68: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2025 (%)

Figure 69: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2015 (%)

Figure 70: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2025 (%)

Figure 71: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2015 (%)

Figure 72: Asia Pacific Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2025 (%)

Figure 73: MEA Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 74: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2015 (%)

Figure 75: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2025 (%)

Figure 76: South Africa Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 77: Saudi Arabia Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 78: UAE Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 79: Rest of MEA Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 80: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2015 (%)

Figure 81: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2025 (%)

Figure 82: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2015 (%)

Figure 83: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2025 (%)

Figure 84: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2015 (%)

Figure 85: Middle East & Africa Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2025 (%)

Figure 86: South America Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 87: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2015 (%)

Figure 88: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown by Key Countries, 2025 (%)

Figure 89: Brazil Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 90: Rest of SAM Augmented Reality (AR) and Virtual Reality (VR) Market Revenue and Forecasts to 2025 (US\$ Bn)

Figure 91: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2015 (%)

Figure 92: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Technology, 2025 (%)

Figure 93: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components, 2015 (%)

Figure 94: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By Components 2025 (%)

Figure 95: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2015 (%)

Figure 96: South America Augmented Reality (AR) and Virtual Reality (VR) Market Breakdown By End-user Industry, 2025 (%)

Figure 97: Vuzix Corporation, Annual Revenue (US\$ Mn)

Figure 98: Vuzix Corporation. Gross Profit (US\$ Mn) and R&D Expenses (US\$ Mn)

Figure 99: Microsoft Corporation Annual Revenue (US\$ Bn)

Figure 100: Microsoft Corporation R&D Expenses (US\$ Bn)

Figure 101: Google, Inc. Annual Revenue (US\$ Bn)

Figure 102: Google, Inc. R&D Expenses (US\$ Bn)

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Augmented Pixels Co.

EON Reality, Inc.

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