

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

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Augmented Pixels Co.

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