Augmented Reality (AR) Market Research Report- Global Forecast till 2023

Description:

Global Augmented Reality Market Research Report: by Component, Technology (Marker Based, Marker Less), by Device Type (Head Mounted Display, Head up Display), Vertical (Consumer Electronics, Commercial, Aerospace & Defense, Medical) –Forecast till 2023

Synopsis of Augmented Reality Market

Market Scenario:

Augmented reality refers to indirect view of physical environment whose elements are augmented with inputs such as sound, video or graphics. Augmented reality is responsible for transforming the world of education and healthcare with its various applications. Increasing penetration of technological advancements in retail, automotive, consumer electronics is driving the growth of augmented reality market.

Technology giants such as PTC, Blippar, Google Inc., Microsoft Corporation, Samsung Electronics Co. Ltd., Wikitude GmbH, DAQRI, Zugara, Upskill, Magic Leap and Infinity Augmented Reality are some of the major players in the augmented reality market. PTC has announced in April 2016 about their new development smart connected retail PLM software. The software will provide visibility and connect consumers, products, stores, supply chain with the management. Whereas, Blippar acquired Layar in 2014. Layar was one of the pioneers to bring augmented reality to mobile platform. This acquisition would provide Blippar an opportunity for bringing comprehensive insights on user preferences with respect to augmented reality technology.

Hardware sub-segment is expected to hold a major share of the augmented reality market by component owing to the increasing penetration of technology across applications. High adoption of smartphones is one major factors driving the growth of augmented reality market. The major growth driver of augmented reality market includes increasing adoption of digital media and rise in demand for 3-D visualization in the healthcare sector. Increasing demand for smart devices and growing popularity of e-commerce are other major factors driving the growth of the global augmented reality market. Furthermore, increasing awareness regarding tracking customer transactions, recording sales and calculating bills is boosting the growth of the market.

The North American region holds the largest share of the market across the globe followed by Europe, and Asia Pacific region. The U.S. and Canada are dominating the North America market due to the rising technological enhancements and increasing popularity of augmented reality enabled devices in the region. The region also has a well-established infrastructure, which allows faster implementation of advanced technologies.

The global augmented reality market is expected to grow at a CAGR of approximately 39% during the forecast period 2017-2023.

Global Augmented Reality Market, 2017-2023 (USD Billion)
Key Players

Some of the prominent players in the global augmented reality market are Qualcomm Technologies Inc. (U.S.), Microsoft Corporation (U.S.), Blipper Inc. (U.K.), Infinity Augmented Reality Inc. (U.S.), Google Inc. (U.S.), DAQRI (U.S.), Samsung Electronics Corporation Ltd. (South Korea), Catchoom Technologies (Spain), Magic Leap Inc. (U.S.), Sony Corporation (Japan), PTC Inc. (U.S.), Wikitude GmbH (Austria), Zugara, Inc. (U.S.), Osterhout Design Group (U.S.), METAIO’s SDK (Germany), Facebook, Inc. (U.S.), and Total Immersion (France) among others.

Segments

The global augmented reality market is segmented by component, device type, technology, and vertical. Based on the component, the market is segmented into hardware and software. The hardware segment is further classified into 3D cameras, semiconductor components, sensors and displays. Whereas, the software segment is further classified into software development kits and cloud-based software. Based on device type, the market is segmented into head-mounted displays, head-up displays, and handheld devices. Based on technology, the market is segmented into marker-based and marker less. Whereas, based on vertical, the market is segmented into consumer electronics, commercial, aerospace & defense, medical, and others.

Regional Analysis

The global augmented reality market is studied for Asia Pacific, North America, Europe, and Rest of the World. It has been observed that Asia Pacific is estimated to account for the largest share of the market, whereas North America is projected to grow at the fastest rate during the forecast period. The Asia Pacific market growth is attributed to technological advancements and increased adoption of mobile devices across various industry verticals.

Intended Audience

- Technology Investors
- Research/Consultancy firms
- Technology Solution Providers
- Government Bodies
- Hospitality Sector
- Raw Material and Manufacturing Equipment Suppliers
- Semiconductor Foundries
- Original Equipment Manufacturers (OEMs)
- Research Organizations
- Analysts and Strategic Business Planners
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