

Augmented Reality in Gaming Market to Grow at CAGR of 174.2% 2016 and Forecast to 2020

Global Augmented Reality in Gaming Market 2016 Share, Trend, Segmentation and Forecast to 2020

PUNE, INDIA, July 22, 2016 /EINPresswire.com/ -- Summary

AR technology blends digital content with the physical world. It allows users to scan the physical environment and provides an enhanced or augmented experience by adding virtual computer-generated information. End-users can make use of this technology through apps developed for mobile devices.

Gaming is an important consumer segment that AR can revolutionize. Most mobile games are preloaded with the developer versions of terrains, levels, and characters. AR gives gamers the opportunity to create their own racing terrains, characters, and targets. For instance, individuals waiting in a metro station can scan their surroundings to create their version of the “Subway Surfers” game. The user could be the character running on tracks or jumping over trains. Similarly, an office space could be converted into a skating rink, and the gamer could be the character skating around the office. Racing games can also become a whole new experience. Players can scan their local surroundings to create a virtual track and invite neighbors and friends to race.



The analysts forecast the global AR market for gaming to grow at a CAGR of 174.2% during the period 2016-2020.

Report Details @ <https://www.wiseguyreports.com/reports/417242-global-augmented-reality-in-gaming-market-2016>

Covered in this report

The report covers the present scenario and the growth prospects of the global AR market for gaming during 2016-2020. To calculate the market size, the report covers the revenue generated from the sales of AR gaming apps as well as in-app purchases made by individual consumers.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

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The report, Global Augmented Reality Market for Gaming 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Augmented Pixels
- Aurasma
- Blippar
- Catchoom
- Infinity Augmented Reality
- Metaio
- Qualcomm
- Total Immersion
- VividWorks
- Wikitude
- Zappar

Market driver

- Increased integration of AR into mobile devices
- For a full, detailed list, view our report

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Market challenge

- Lack of content
- For a full, detailed list, view our report

Market trend

- Crowdfunding of AR projects
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

Continued....

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