

Augmented Reality Market, Growth, Market Share, Trends, Supply Demand and Sales, Revenue and Cost Analysis-Forecast to 2027

Global Augmented Reality Market, by Type (Hardware (Display, Software, Sensor, Processor), Software), by Application - Forecast 2027

PUNE, MAHARASHTRA, INDIA, September 26, 2016 /EINPresswire.com/ -- Reasons to Purchase this report:



The Major Key Players are Sony(Japan),Apple(U.S.),Blippar(U.K.),Microsoft(U.S.),Google (U.S.), Qualcomm, Inc.(U.S.),Total Immersion (France), Magic Leap, Inc. (U.S.), PTC (U.S.),Daqri LLC among others”

Market Research Future

From an insight perspective, this research report has focused on various levels of analyses—industry analysis (industry trends), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the [Augmented Reality Market](#), high-growth regions, and market drivers, restraints, and opportunities.

Industry News:

- PTC has announced in April 2016 about its new development smart connected retail PLM software. The

software will provide visibility and connect consumers, products, stores, supply chain with the management.

- Blippar has acquired Layar in 2014. Layar was one of the pioneers to bring augmented reality in mobile platform. This acquisition would provide Blippar an opportunity for bringing comprehensive insights on user preferences with respect to augmented reality technology.

Market Synopsis of Augmented Reality Market:

Market Scenario

The major growth driver of Augmented Reality Market includes highly adoption of digital media, rise in demand for 3-D visualization in healthcare sector, and growing market of smart devices among others.

Hence the market for Augmented Reality is expected to grow at XX% CAGR (2016-2027).

However, technological limitation is one of the major factors which are hindering the growth of Augmented Reality Market.

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Key Players

Some of the major players in [Global Augmented Reality Market](#) include

- Sony (Japan),
- Apple (U.S.),
- Blippar (U.K.),
- Microsoft (U.S.),

- Google (U.S.),
- Qualcomm, Inc. (U.S.),
- Total Immersion (France),
- Magic Leap, Inc. (U.S.),
- BTC (U.S.),
- Daqri LLC (U.S.) among others.

Segments

Global Augmented Reality Market can be segmented as follows:

Segmentation by Type: Hardware (sensors, display, processors, semiconductor) and software.

Segmentation by Application: consumer electronics, commercial, healthcare, automobile, and logistics among others.

Objective of Augmented Reality Market Study:

- To provide detailed analysis of the market structure along with forecast for the next 10 years
- Of the various segments and sub-segments of the Global Augmented Reality market.
- To provide insights about factors affecting the market growth.
- To analyze the Augmented Reality Market based on various factors- price analysis, supply chain analysis, porters five force analysis etc.
- To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).

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- To provide country level analysis of the market with respect to the current market size and future prospective.
- To provide country level analysis of the market for segment by type, by application and sub-segments.
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.

Regional Analysis of Augmented Reality Market:

North America is expected to dominate the Global Augmented Reality Market with the largest market share, and therefore accounting for \$XX million and is expected to grow over \$XX billion by 2027.

Augmented Reality Market in Asia-Pacific market is expected to grow at CAGR of XX% from \$ XX million in 2016 to \$XX million by 2027. The Europe market for Augmented Reality Market is expected to grow at XX% CAGR (2016-2027).

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

Americas

- North America
- US
- Canada
- Latin America

Europe

- Western Europe
- Germany
- France
- U.K
- Rest of Western Europe
- Eastern Europe

Asia- Pacific

- Asia
 - China
 - India
 - Japan
 - South Korea
 - Rest of Asia Pacific
- The Middle East& Africa

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Key questions answered in this report

What will the market size be in 2027 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

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Contact:

Ruwin Mendez

Market Research Future

Office No. 528, Amanora Chambers

Magarpatta Road, Hadapsar,

Pune - 411028

Maharashtra, India

+1 (339) 368 6938

Email: sales@marketresearchfuture.com

Ruwin Mendez

Market Research Future

+1 (339) 368 6938

email us here

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