

# 2016 Mobile Augmented Reality Market: Global Industry Research Size, Share, Strategy, Segmentation Forecast to 2027

*Global Mobile Augmented Reality Market, by Component, by Application (Enterprise, Advertising, Telecommunication, Public sector, Education) - Forecast 2027*

PUNE, MAHARASHTRA, INDIA, September 27, 2016 /EINPresswire.com/ -- Market Scenario of Industry

The major growth driver of [Mobile Augmented Reality Market](#) includes growing mobile expansion, growing production of mobile app stores, and growing investment in smart devices among others.

However, lack of technical awareness and technology restrictions are some of the major factors which are hindering the growth of Mobile Augmented Reality Market.

## Major Key Players of Industry

Some of the major players in Global Mobile Augmented Reality Market include:

- Qualcomm Inc. (U.S.)
- Microsoft Corporation (U.S.)
- Blippar (U.K.)



The Major Key Players are Google Inc. (U.S.), apple Inc. (U.S.), Microsoft Corporation (U.S.), Samsung electronics Ltd. (South Korea), Infinity augmented reality (Israel)"  
*Market Research Future*

- Infinity augmented reality (Israel)
- apple Inc. (U.S.)
- DAQRI (U.S.)
- Samsung electronics Ltd. (South Korea)
- Google Inc. (U.S.)
- Catchoom technologies (Spain)

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## Industry News:

Qualcomm Inc. has announced its agreement with Guangdong Oppo Ltd. on August 2016. Both

companies have entered into 3G/4G patent license agreement for the market of China.

Apple Inc. has acquired augmented reality startup company, Metaio in the year 2015. This acquisition would provide apple a broader set of technology and network to work for augmented reality applications.

Objective of Mobile 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 Mobile Augmented Reality market.
- To provide insights about factors affecting the market growth.
- To Analyze the Mobile 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).
- 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 components, by applications 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
- To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the Global Mobile Augmented Reality market.

Taste the market data and market information presented through more than 50 market data tables and figures spread in 110 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "[Mobile Phone Augmented Reality Industry Research Report- Outlook to 2027](#)"

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Segment

Global Mobile Augmented Reality Market can be segmented as follows:

Segmentation by Components: Hardware (3D graphics system, GPS system, wireless network, displays, sensors) and software among others.

Segmentation by Application: Telecommunication, Gaming & entertainment, enterprises (E-commerce, advertising and healthcare), and public sectors (Education, Government, Military) among others.

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- US

- Canada

Latin America

Europe

Western Europe

- Germany
- France
- UK
- Rest of Western Europe

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Asia

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The report for Mobile Augmented Reality market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.

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](mailto:sales@marketresearchfuture.com)

Ruwin Mendez  
Market Research Future  
+1 (339) 368 6938  
email us here

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