

# Augmented Reality in Gaming 2016 Global Market Expected to Grow at CAGR 174.2% and Forecast to 2020

*WiseGuyReports.Com Publish a New Market Research Report On-“Augmented Reality in Gaming 2016 Global Market Expected to Grow at CAGR 174.2% and Forecast to 2020”*

PUNE, INDIA, December 7, 2016  
/EINPresswire.com/ --

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

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.

Get Sample Report @ <https://www.wiseguyreports.com/sample-request/417242-global-augmented-reality-in-gaming-market-2016>

For more information or any query mail at [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

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

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

#### Market challenge

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

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

#### 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?

#### Table Of Contents – Major Key Points

##### PART 01: Executive summary

- Highlights

##### PART 02: Scope of the report

- Market overview

##### PART 03: Market research methodology

- Research methodology

- Economic indicators

#### PART 04: Introduction

- Key market highlights
- Market prospects of AR

#### PART 05: Mobile AR value chain

#### PART 06: Market landscape

- Market size and forecast
- Five forces analysis

#### PART 07: Geographical segmentation

- EMEA
- Americas
- APAC

#### PART 08: Market drivers

- Increased integration of AR into mobile devices
- Growing mobile gaming market
- Simultaneous localization and mapping technology

#### PART 09: Impact of drivers

#### PART 10: Market challenges

- Lack of content
- Connectivity issues
- Lack of awareness and limitations

#### PART 11: Impact of drivers and challenges

#### PART 12: Market trends

- Crowdfunding of AR projects
- Emergence of depth-sensing cameras
- Interoperability across mobile platforms

.....CONTINUED

For more information or any query mail at [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

Buy 1-User PDF @ [https://www.wiseguyreports.com/checkout?currency=one\\_user-USD&report\\_id=417242](https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=417242)

#### ABOUT US:

Wise Guy Reports is part of the Wise Guy Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe. Wise Guy Reports features an exhaustive list of market research reports from hundreds of publishers worldwide. We boast a database spanning virtually every market category and an even more comprehensive collection of market research reports under these categories and sub-categories.

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.