

# Mobile Augmented Reality 2016 Global Market Expected to Grow at CAGR 89% and Forecast to 2020

WiseGuyReports.Com Publish a New Market Research Report On – “Mobile Augmented Reality 2016 Global Market Expected to Grow at CAGR 89% and Forecast to 2020”.

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The analysts forecast the global mobile augmented reality (AR) market to grow at a CAGR of 89% during the period 2016-2020.

[AR technology blends](#) digital content with the physical world; it displays computer-generated images in the user's field of vision, offering relevant information about real-world objects. It enables the user to scan the physical environment while providing an enhanced, or augmented, experience by adding virtual computer-generated information. End-users can use this technology through apps developed for their mobile devices.

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Covered in this report

The report covers the present scenario and the growth prospects of the global mobile AR market for the period 2016-2020. To calculate the market size, the report considers the revenue generated by vendors that develop AR engines and software.

The market is divided into the following segments based on end-user:

- Consumer
- Enterprise

The report, Global Mobile Augmented Reality Market 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
- DAQRI
- Metaio
- Wikitude

#### Other prominent vendors

- Google
- Infinity Augmented Reality
- Inglobe Technologies
- NGRAIN
- VividWorks
- Seabery
- Snaploader
- Total Immersion
- Zappar

#### Market driver

- Proliferation of mobile AR apps
- For a full, detailed list, view our report

#### Market challenge

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

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#### Market trend

- Emergence of depth-sensing cameras
- 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?

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- Hardware limitations
- Lack of content
- Stringent government regulations
- Lack of interoperability across mobile platforms

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