

Global Augmented Reality Market 2017: Industry Review, Research, Statistics, and Growth to 2027

Global Augmented Reality Market, by Type (Hardware, Software), by Application (Commercial, Logistics, Automobile, Healthcare) - Forecast 2027

PUNE, MAHARASHTRA, INDIA, February 28, 2017 /EINPresswire.com/ -- Market Synopsis of [Augmented Reality Market](#):



Major key Players include Sony, Apple, Blippar, Microsoft, Google, Qualcomm, Inc., Total Immersion”

Market Research Future

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

Segments

On the basis of Type:

- Hardware (sensors, display, processors, semiconductor)
- Software.

On the basis of Application:

- Consumer electronics,
- Commercial,
- Healthcare,
- Automobile,
- Logistics among others.

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Key Players

- 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.

“Analysis also includes consumption. Import and export data for Regions North America, Europe, China, Japan, Southeast Asia, India.”

Industry News:

- BTC 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.

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 [“Augmented Reality Market Research Report- Global Forecast to 2027”](#)

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).
- 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.

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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

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

Related Report

Global Virtual Reality Market Information, by Type (Augmented, Immersive, Video mapping), by Component (Projector, Sensor, HMD, Semiconductor), by Application (Entertainment, Gaming, Tourism), by Technology (Non-immersive) - Forecast 2027. Know more about this report @ <https://www.marketresearchfuture.com/reports/virtual-reality-market>

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