



# Global AR Gaming Market to grow at a Extraordinary CAGR of 151.43% during the period 2017-2021

*Orbis Research Present's Global AR Gaming Market Major players in this industry and the key strategies adopted by them to sustain and grow in the studied market*

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## Description

### About AR Gaming

The [Global AR Gaming Market](#) to grow at a CAGR of 151.43% during the period 2017-2021.

The first stage of AR began in the late 1950s when Sensorama was invented. The machine was similar to a mini theater that would engage all five senses and create an immersive experience at the cinema. Since the invention of Sensorama, many ideas that could enable people to interact with their environment have come up. One such is the virtual reality (VR) technology that creates a simulated environment around an individual where simultaneous interactions occur in both the virtual and physical space. With the development of VR technology, the AR technology emerged. To overcome limitations of VR and to improve visual experiences, the VR and AR technology were combined to create mixed reality. However, the mixed reality technology failed to success because of its high expense.

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## Covered in this report

The report covers the present scenario and the growth prospects of the global AR gaming market for 2017-2021. To calculate the market size, the report considers the global demand for AR gaming.

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

Americas  
APAC  
EMEA

Global AR Gaming Market 2017-2021, 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.

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## Key vendors

Augmented Pixels  
Aurasma  
Blippar  
Catchoom  
Infinity Augmented Reality  
Qualcomm Technologies  
Total Immersion  
VividWorks  
Wikitude  
Zappar

## Market driver

Growing awareness of AR technology  
For a full, detailed list, view our report

## Market challenge

Lack of content in AR gaming  
For a full, detailed list, view our report

## Market trend

Growing investments through crowdfunding  
For a full, detailed list, view our report

## Key questions answered in this report

What will the market size be in 2021 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?

## Companies Mentioned:

Augmented Pixels, Aurasma, Blippar, Catchoom, Infinity Augmented Reality, Qualcomm Technologies, Total Immersion, VividWorks, Wikitude, and Zappar

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