

# Augmented Reality Market Growth Opportunities, Key Driving Factors, Market Scenario and Forecast to 2027

*Global Augmented Reality Market, by Type (Hardware (Display, Software, Sensor, Processor), Software), by Application (Commercial, Logistics) - Forecast 2027*

PUNE, MAHARASHTRA, INDIA, April 24, 2017 /EINPresswire.com/ -- Global Augmented Reality (AR) Market – Overview:



Major key Players include Sony, Apple, Blippar, Microsoft, Google, Qualcomm, Inc., Total Immersion, PTC”  
*Market Research Future*

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which, a view of reality is modified (possibly even diminished rather than augmented) by a computer. As a result, the technology functions by enhancing one’s current

perception of reality.

Owing to the increasing technology penetration across all the industries and verticals, the [augmented reality market](#) is projected to grow exceedingly.

Rising number of mobile devices including tablets and smartphones with built in AR functionalities enhance the smooth business workflows and operations further contributes to the growing industry size. This is how AR or Augmented Reality is becoming an important tool in the workplace.

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Global Augmented Reality (AR) Market – Synopsis & Scenario

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.

Hence the market for Augmented Reality is expected to grow at an extravagant rate of CAGR (2016-2027).

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

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.

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](#)"

#### Global Augmented Reality (AR) Market – Segments

- Segmentation by Type: Hardware (sensors, display, processors, semiconductor) and software.
- Segmentation by Application: consumer electronics, commercial, healthcare, automobile, and logistics among others.

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

#### Global Augmented Reality (AR) Market – Reasons To Buy

- The Report Provides 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.
- Provides insights about factors affecting the market growth.
- Enables to analyze the Augmented Reality Market based on various factors- price analysis, supply chain analysis, porters five force analysis etc.
- Provides 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).
- Offers country level analysis of the market with respect to the current market size and future prospective.
- Provides country level analysis of the market for segment by type, by application and sub-segments.
- Offers strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market
- Enables to track and analyze competitive developments such as joint ventures, strategic alliances, Provides mergers and acquisitions, new product developments, and research and developments in the Global Augmented Reality 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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