

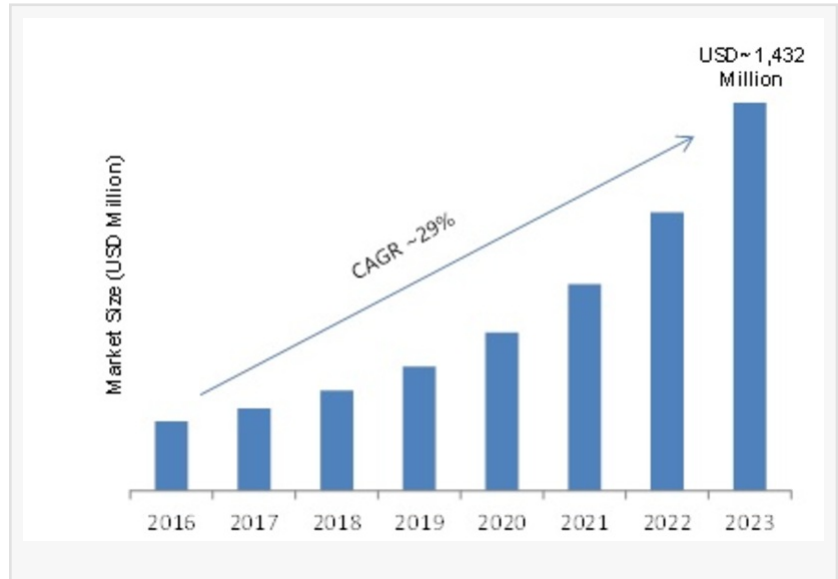
# Eye Tracking Market is estimated to grow at a CAGR of 29% by Forecast to 2023

*Eye Tracking Market, By Type (Mobile, Remote), by Applications (Human-Computer Interaction, Virtual Reality) - Forecast 2023*

PUNE, MAHARASHTRA, INDIA, August 10, 2017 /EINPresswire.com/ -- Market Highlights:

The study reveals that the eye tracking has adopted by various application sectors such as social media and market research and it is expected to reach at the high level in the eye tracking market as the advancement in visual analyses provide a comprehensive evaluation to the industry. The eye tracking sensors that monitors facial expression and heart

rate is expected to drive the market growth globally. It also helps the physicians in administering test and finding symptoms for diseases and is available for the patient at affordable range.



The study indicates that the Eye Tracking Market is gaining momentum in the media and entertainment segment. It is useful for all types of publications, including magazines, sales catalogues, invoices, brochures, and many other media devices. In the copy-testing print advertisements, the eye tracking devices can help the research to know about the customer preferences by grabbing the customer attention towards the advertisement. In addition, this research tool is being used to test the effectiveness of ads once it is printed.

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Facebook Inc. (US), Seeing Machines Ltd. (Australia), Ergoneers GmbH (Germany), Tobii AB (Sweden), SR Research Ltd. (Canada)”  
*Market Research Future*

The Eye Tracking Market is growing rapidly over 29.4% of CAGR and is expected to reach approximately USD 1,432 Million by the end of forecast period 2017-2023.

Taste the market data and market information presented through more than 30 market data tables and figures spread over 100 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on [“Eye Tracking Market - Forecast to 2023”](#).

Major Key Players:

- Facebook Inc. (US)
- Seeing Machines Ltd. (Australia)
- Ergoneers GmbH (Germany)

- Tobii AB (Sweden)
- SR Research Ltd. (Canada)
- PRS IN VIVO (US)
- Apple Inc. (U.S)
- Smart Eye AB( Sweden)
- EyeTech Digital Systems (U.S)
- Lumen Research Ltd. (UK)

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#### Eye Tracking Market Segmentation:

The Eye Tracking Market has been segmented on the basis of type, application, vertical and region. The type segment includes remote eye tracking and mobile eye tracking. The application segment includes virtual reality, research and human computer interface. The vertical segment includes aerospace, retail, automotive, government & defense and the region segment includes North America, Europe, Asia Pacific and rest of the world.

Under application segment, the mobile eye tracking is being widely used to measure how drivers are affected by a new way of patented advertising on pillars in parking garages.

#### Market Research Analysis:

Global eye tracking market, by region has studied in different regions as Americas, Europe, Asia-Pacific and Rest of world. North America is leading with the highest market share as companies are investing in the eye tracking devices. There are a variety of eye-tracking camera options available such as glasses, light eye-trackers, and computer monitor eye-trackers.

Europe is expected to reach at the high peak in the coming years. While, APAC regions has the highest CAGR in the eye tracking market and projected towards the growth in forecast years. In these regions, the advantage of eye-tracking technology has driven the market as it is less expensive, easier-to-use equipment that can be used by marketers to better understand consumer choice behavior.

#### Regional Analysis:

The regional analysis of Eye Tracking market is being studied for region such as Asia pacific, North America, Europe and Rest of the World. North America is one of the leading region across the world in terms of largest market share in Eye Tracking market. In North America region, the eye tracking is becoming the part of VR API, an open standard under development which is being the support of Oculus, Google, NVIDIA and others.

Europe is expected to grow in the forecast years as the major players such as SMI, is bringing eye tracking technology to both standalone VR head-mounted displays and smartphone. These growing investment by major players in Europe is expected to drive the eye tracking market in the region. APAC region has the highest CAGR due to the technological innovations in the eye tracking devices and reduction in prices of the eye-tracking devices in the region.

Access Report Details @ <https://www.marketresearchfuture.com/reports/eye-tracking-market-3958>

#### Intended Audience

- Raw material providers
- Eye-tracking product developers
- Eye-tracking -related associations
- Government bodies

- Technology standards organizations
- Technology investors
- Research institutes
- System Integrators
- Research/Consultancy firms

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