

Global Augmented Reality Market Research and Forecast 2017-2022

Global Augmented Reality Market, Size, Share, Market Intelligence, Company Profiles, Market Trends, Strategy, Analysis, Forecast 2017-2022

INDORE, INDIA, March 9, 2018 /EINPresswire.com/ -- Orion Market Research (OMR), recently published a market research report on the global augmented reality market. According to the OMR analysis, the global augmented reality market is expected to grow at a CAGR 37.1% during 2017-2022. The major factors that are augmenting the growth of the market are technological advancement and increasing investment in augmented reality market.

Additionally, emerging applications across e-commerce and use of AR technology for effective advertising are also estimated to be major factors for the market. The global augmented reality market is segmented on the basis of product type, offering, device, application and geography. The report provides detailed and insightful chapters on market overview, key findings, strategic recommendations, market estimations, market determinants, key company analysis, market insights, company profiling, market segmentation, geographical analysis, analyst insights and predictive analysis of the market.



The full report of Global Augmented Reality Market is available at <https://www.omrglobal.com/industry-reports/augmented-reality-market/>

There are several different applications that are utilizing the AR technology such as games, Snap-Chat, Facebook and Hike. The Augmented Reality technology enables video games players to experience digital gameplay in a real-world environment. Companies such as Niantic and platforms such as LyteShot are some of notable augmented reality [gaming](#) creators. Niantic had released the record-breaking game Pokemon Go in 6 July, 2016. Pokemon Go was free to play and location-based augmented reality game developed for Android and Apple devices. Furthermore, Disney and Lenovo had partnered to create augmented reality game Star War Jedi challenges that runs through Mirage AR headset of Lenovo, a lightsabre controller and a tracking sensor. Application of augmented reality in the gaming industry has been significantly contributing to the market across the globe.

Geographically, the augmented reality market is segmented into North America, Europe, Asia Pacific and Rest of the World. North America is the dominating market as there has been technological advancement and presence of a wide number of start-ups and big players. Moreover, APAC is considered as fastest growing region due to the increasing application of the augmented reality in different application such as entertainment, automotive, healthcare, telecommunication, infrastructure and public sector. The major countries contributing to APAC market during forecast period are India, China, South Korea and Japan. The major reason for the increasing market in the APAC region are large customer base, increasing usage of smartphones, internet penetration, increasing start-up in

AR and VR technology, and government and private companies' investment such as South Korean government is developing KoVAC complex to become the global leader in the augmented reality market.

Company profiled in the report:

- Atheer Inc.
- Aurasma
- Blippar
- Catchoom
- Cinoptics
- Daqri
- Google Inc.
- Lumus
- Magic Leap, Inc.
- Microsoft Corporation
- Ngrain Corporation
- Optinvent
- Ptc Inc.
- Qualcomm Technologies
- Thales USA Inc.
- Upskill
- Sensics
- Wikitude GmbH
- Zappar Ltd.
- Zugara, Inc.

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The Report covers:

- Comprehensive research methodology of global augmented reality market.
- This report also includes detailed and extensive market overview with key analyst insights.
- An exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.
- Analysis of regional regulations and other government policies impacting the global augmented reality market.
- Insights about market determinants which are stimulating the global augmented reality market.
- Detailed and extensive market segments with regional distribution of forecasted revenues.
- Extensive profiles and recent developments of market players.

About Orion Market Research

Orion Market Research (OMR) is an Indian research company known for its crisp and concise reports. The company is equipped with an experienced team and young brigade of analysts. The company provides quality syndicated research reports, [customized research reports](#), company profiling, [consulting](#) and other research-based services. OMR provides global and regional market reports of various domains such as healthcare, energy, IT, chemicals, and automobiles. The company provides a 360-degree view of the market with parametric analysis, key market insights, key findings, statistical forecasts, competitive landscape, extensive segmentation, key trends, strategic recommendations and detailed company profiles.

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