

Mixed Reality Market is anticipated to hit \$33.79 billion by 2023 at a CAGR of 73.20%

Americas region holds the largest market share and growth in the Mixed Reality Market and is anticipated to reach \$18.67 billion by 2023 at a CAGR of 80.20%.

HYDERABAD, TELANGANA, INDIA, June 12, 2018 /EINPresswire.com/ -- According to the new market research report by [IndustryARC](#) titled "Mixed Reality Market: By Technology (Hardware, Software); By Display Devices (HUD, HMD, Others); By Application (IPCM, Simulated based learning, others); By End User Industries (Automotive, Aerospace, Medical, Others); By Geography - (2015-2021)", the market is driven by major applications in the gaming and entertainment industry.



Americas held the largest market share in the Mixed Reality Market

Americas region holds the largest market share and growth in the Mixed Reality Market and is anticipated to reach \$18.67 billion by 2023 at a CAGR of 80.20%. Americas Mixed Reality Market is mainly driven by the concentration of technology based companies and high scale of research operations. Americas hosts quite a number of virtual, augmented and mixed reality solution providers including Oculus VR, LLC, Atheer, Inc, EON Reality, Inc, Magic Leap, Inc, Microsoft, Google and so on. Gaming and Entertainment is the major application for Mixed Reality in Americas which is forecast to continue its dominance over the coming five years.

Selected Value Chain Analysis done in the full report

- The value chain for this market is highly organized unlike other industries wherein existence of counterfeit products hampers the value chain.
- However, this can be a threat in the future, as lack of governing bodies/ regulations can increase the risk of existence of counterfeit industry.
- Application developers play a major role in the value chain of mixed reality products as the application of these devices is holistically dependent on applications. Hence, apMixed reality displays provide numerous benefits to several industries. Some of their key benefits for the architectural industry include cost effectiveness, quick to produce, amazing to look at and understood by anyone, flat, robust, light, easy to transport and store, perfect accuracy, no special equipment required, fast and effective communication of ideas, include animation, channeling/design phasing, wide range of data sources supported and many more.
- Application developers also reap huge profit from this market as these devices would be application specific.
- Both mixed-reality systems manufacturer and application developer will have high profit margin.

Talk to one of our sales representative about the full report by providing your details in the below link:

<https://industryarc.com/Report/15029/mixed-reality-market.html>

Excerpts on Market Growth Factors

- Mixed Reality is the novel stride in the leap of technology that will change how things are presumed in the new era. This technology will have marvelous consequences on all sectors of life including medical, education, science, art and entertainment.
- Increasing adoption/ sales of HMDs will drive the overall market for Mixed Reality Devices.
- This technology has become really important and is estimated to be the new wave in the future of technology and communications.
- Mixed Reality devices are increasingly being incorporated into Pro Sports such as Football, Basketball, Hockey, and Rugby and so on to facilitate better understanding for the viewers. Moreover, these devices are also being used in training players.
- One of the major drivers is the rise in the adoption of smartphones. Hence, Mixed Reality devices incorporated/enabled with smartphones offering plug and play features would cause a paradigm shift to the mixed reality devices market. For instance, Lenovo has developed a new smartphone "Phab 2 Pro" enabled with Google Tango which offers mixed-reality features to an extent.
- Mass Adoption of Mixed Reality Devices is expected to drive down the prices of these devices, hence resulting in increased sales of mixed reality products.
- The market for simulation based learning mixed reality is anticipated to see an upsurge during the forecast period. The market will reach \$4.84 billion till 2023 growing at a CAGR of 75.8%.

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Key players of Mixed Reality Market:

- Samsung Electronics Co. Ltd. and HTC Corp. dominated the mixed reality, end product market in 2015 with a combined share of 57% together.
- The companies operating in this segment are both established players such as Microsoft, Google, HTC and so on, or new players such as MagicLeap, Opuscope and so on.
- Research, testing, logistics, installation and application developers play an important role in the transformation towards efficient and cost-effective value addition, and transfer right from raw material to the end-user phase. Defining and implementing the R&D pipeline according to the market trends and future applications and establishing value chain frameworks accordingly, has made the industry more agile. Final end user or final consumer and their needs define and compels the entire industry to make changes in value chain in terms of technology and processes.

Mixed Reality Market Report is segmented as indicated below

□ Mixed Reality Market By Technology:

1 Hardware

1.1 Processor

1.2 Display

1.3 Sensors

1.4 Input Devices

2 Software and Algorithms

□ Mixed Reality Market By Display Devices

1. Introduction

2. CAVE

3. Head-Up Display (HUD)

4. Head-Mounted Display

5. Personal Digital Assistant

6. Eyeglasses

□ Mixed Reality Market Market By Application

1 Introduction

2 Maintenance

3 Defense

- 4 Archaeology & Tourism
- 5 Architecture & Construction
- 6 Interactive Product Content Management (IPCM)
- 7 Simulation Based Learning (SBL)
- 8 Navigation
- 9 Gaming and Entertainment
- 10 Others
- Mixed Reality Market by End User
 - 1.Introduction
 - 2.Industrial & Manufacturing
 - 3.Aerospace & Defense
 - 4.Automotive
 - 5.Medical
 - 6.Infotainment & Gaming
 - 7.Others
- Mixed Reality Market By Geography (Covers 12 + Countries)
- Mixed Reality Market By Entropy

Companies Cited/Referenced/Interviewed:

- 1.Alphabet Inc (Google Inc)
- 2.Apple Inc;
- 3.Osterhout Design Group
- 4.Vrvana Inc;
- 5.Worldviz LLC
- 6.Recon Instruments (Intel)
- 7.Seiko Epson Corporation
- 8.LM3Labs
- 9.Lumus Ltd
- 10.Sulon Technologies Inc;
- 11.Daqri, LLC
- 12.Canon Inc;
- 13.Vuzix Corporation
- 14.Meta Company
- 15.Infinity Augmented Reality Ltd

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B.Head-Up Display Market

<https://industryarc.com/Report/15630/head-up-display-hud-market.html>

What can you expect from the report?

The Mixed Reality Market is Prepared with the Main Agenda to Cover the following 20 points:

- 1.Market Size by Product Categories
- 2.Market trends
- 3.Manufacturer Landscape
- 4.Distributor Landscape
- 5.Pricing Analysis
- 6.Top 10 End user Analysis
- 7.Product Benchmarking
- 8.Product Developments
- 9.Mergers & Acquisition Analysis
- 10.Patent Analysis

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