

# Mobile Augmented Reality (MAR) Market 2020 Global Growth, Opportunities and forecast to 2026

*WiseGuyReports.com Presents "Global Mobile Augmented Reality (MAR) Market by Technology, Component, Mobile Device, Industry Vertical, End-user, and*

PUNE, MAHARASTRA, INDIA, December 11, 2020 /EINPresswire.com/ -- [Global Mobile Augmented Reality \(MAR\) Market Summary](#)

The Mobile Augmented Reality (MAR) market report elaborates a detailed analysis of the product, its applications, and the impact it has on the overall economy across the globe. The overview also takes into consideration the factors that are responsible for the high growth rate of the global Mobile Augmented Reality (MAR) market. Furthermore, you will also find assessment and critical evaluation of the method of production and the kind of technology used. The detailed examination of the market has offered in-depth knowledge about the latest industry trends. Also, prediction for the forecast period of 2020-2026 is discussed along with segmental analysis, cost estimates, and risk evaluation.

## Mobile Augmented Reality (MAR) Market Evaluation

The report elucidates numerous factors that can be held responsible for the quick growth of the Mobile Augmented Reality (MAR) market. It also includes an assessment of various core criteria like the comparison of the cost and the value of the product, recent trends, and the expectation of the market from the product. Other factors that are given special consideration here are the rapid technological advancements and the receptiveness of the global population towards it. The more the general population inclines towards the latest technology, the more is the scope of expanding the Mobile Augmented Reality (MAR) market. Furthermore, the fluent movement of the supply and the demand chain ensures that the product remains viable in the market.

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## Major Market Key Players Covered

Apple Inc.  
Atheer, Inc.  
Augmented Pixels  
Aurasma  
Blippar Ltd.  
Catchoom Technologies, S.L.  
Cinoptics  
DAQRI LLC  
Google, LLC  
HTC  
Infinity Augmented Reality  
Laster Technologies  
Lumus Ltd.  
Meta  
Microsoft Corp.  
Optinvent S.A.  
Qualcomm Technologies Inc.  
Rockwell Collins  
Samsung Co Ltd.  
Sieko Epson  
Technical Illusions  
Total Immersion  
Universal mCloud Corp. (NGRAIN)  
Vuzix Corp.  
WeAR Studio  
Wikitude GmbH  
Zappar

## Mobile Augmented Reality (MAR) Market Segmentation

Here, segmental analysis of the product is done based on its run in the global Mobile Augmented Reality (MAR) market. It is dependent on varied aspects that need a close look. Apart from the overall segmentation, regional segmentation must also be done. It is the best way to attain some accurate information backed by data and facts. Moreover, it also offers the opportunity to re-assess the complication factors and observe the risks faced by the product. In this report, different methodologies are used to know more about the Mobile Augmented Reality (MAR) market.

## Mobile Augmented Reality (MAR) Market Regional Analysis

The Mobile Augmented Reality (MAR) market report showcases competitive strategies employed in different regions of the world where the key industry players aim to make more profits by means of partnerships. The regional market report has the objective of assessing the growth potential and size of the market for the mentioned regions. It covers several regions like Africa, the Middle East, Europe, Latin America, North America, and the Asia Pacific, with the prediction for the expansion of the market. It is a broad study that encompasses all these regions in order to embrace market prospects, trends, and outlook for the current forecast period of 2020-2026.

Based on component, the global market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

#### Hardware

- Sensors
- Semiconductor Component
- Displays
- 3D Cameras
- Others

#### Software

- Consumer (personal users in billions and consumer MAR apps in \$ bn are also provided in year wise base)
- Enterprise

Based on mobile device, the global market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

- Smartphones
- Tablets
- Personal Digital Assistants (PDAs) and Handheld Game Consoles
- Smart Glasses and Wearables

#### Mobile Augmented Reality (MAR) market regional and country-level analysis

APAC (Japan, China, South Korea, Australia, India, and Rest of APAC; Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, and Sri Lanka)

- Europe (Germany, UK, France, Spain, Italy, Russia, Rest of Europe; Rest of Europe is further segmented into Belgium, Denmark, Austria, Norway, Sweden, The Netherlands, Poland, Czech Republic, Slovakia, Hungary, and Romania)
- North America (U.S., Canada, and Mexico)
- South America (Brazil, Chile, Argentina, Rest of South America)
- MEA (Saudi Arabia, UAE, South Africa)

For each aforementioned region and country, detailed analysis and data for annual revenue (\$ mn) and sales volume (thousand tons) are available for 2019-2030. The breakdown of all regional markets by country and split of key national markets by Product Type, Application and End User in terms of revenue over the forecast years are also included.

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NOTE : Our team is studying Covid-19 and its impact on various industry verticals and wherever required we will be considering Covid-19 footprints for a better analysis of markets and industries. Cordially get in touch for more details.

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