

Mobile Augmented Reality (AR) Market Size is Expected to Reach \$184.61 Billion by 2030

PORTLAND, OREGON, UNITED STATES, January 18, 2022 /EINPresswire.com/ -- Allied Market Research published latest report, titled, "[Mobile Augmented Reality \(AR\) Market](#) by Component (Hardware, Software, and Services), Device Type (Smartphones, Tablets, Personal Digital Assistants (PDAs), and Others), and Application (Consumer, Healthcare, Enterprise, Commercial, Aerospace & Defense, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2030."

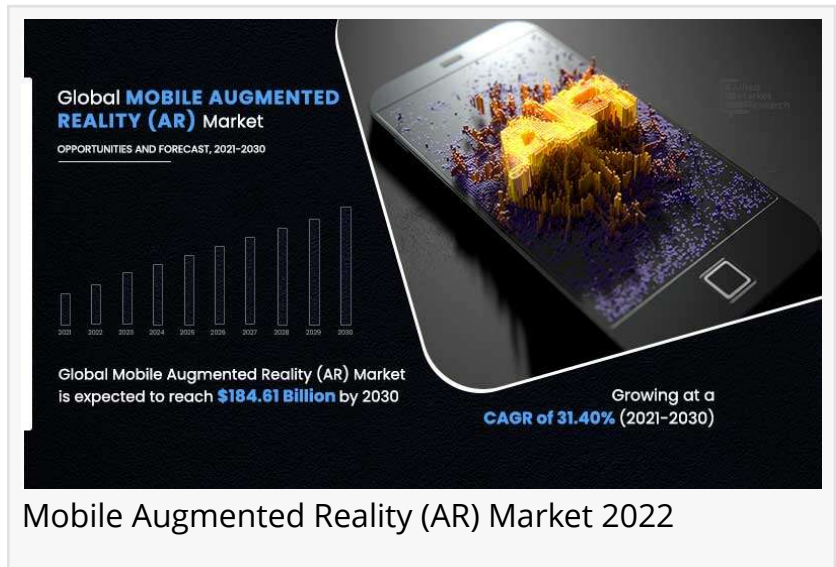
According to a report, the global mobile augmented reality (AR) industry size was valued at \$12.61 billion in 2020, and is projected to reach \$184.61 billion by 2030, registering a CAGR of 31.40%. The North America region is expected to be the leading contributor to the global market during the forecast period, followed by Asia-Pacific and Europe.

The report highlights numerous factors that influence the growth of the global Mobile augmented reality (AR) market such as market demand & forecast and qualitative and quantitative information. The qualitative data of market report includes pricing analysis, key regulations, macroeconomic factors, microeconomic factors, key impacting factors, company share analysis, market dynamics & challenges, strategic growth initiatives, and competition intelligence.

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The study cracks market demand in 15+ high-growth markets in the regions. Region wise, the global Mobile augmented reality (AR) market has been studied across North America, Asia-Pacific, Europe, and LAMEA.

In term of quantitative analysis, AMR offers market sizing in terms value. Furthermore, the study



covers market forecast till 2030 along with its compound annual growth rate at segment and country level. Along with this, key market trends and Y-O-Y are covered under the same section/analysis.

Key Players Analysis:

The major players profiled in the mobile augmented reality (AR) market report include, Qualcomm Inc., Microsoft Corporation, Samsung Electronics Co. Ltd., Blippar.Com Ltd., Google, Apple, Magic Leap, Groove Jones, Wikitude, and Marxent Labs.

Top winning strategies are analyzed by performing a thorough study of the leading players in the global Mobile augmented reality (AR) market. Comprehensive analysis of recent developments and growth curves of various companies help to understand the growth strategies adopted by them and their potential effect on the market. The analysis indicates the performance potential of a firm in the market with respect to its competitors. Every company follows its own business strategy to attain the maximum market share. The companies were evaluated depending on annual reports, SEC filings, and press releases.

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COVID-19 Impact Analysis

The eruption of the COVID-19 pandemic is projected to have a huge impact on the economic and social development. Therefore, the report portrays micro- and macro-economic analyses. The report further provides a qualitative analysis of impact of COVID-19 on the Mobile augmented reality (AR) market. Moreover, the study emphasizes on the market size and share, which will reflect the impact that COVID-19 has had on the Mobile augmented reality (AR) market in 2022 and is likely to have in the subsequent years. In addition, the report outlines the key strategies adopted by key players during the global health crisis. Moreover, it provides a framework on the impact of COVID-19 on the supply chain. Moreover, the roll-out of vaccines and decline in chance of infection are expected to influence the Mobile augmented reality (AR) market growth. Therefore, the report provides post COVID-19 impact analysis.

Segmental and Competition Dashboard

In the segmental analysis chapter, the report provides key trends, dynamics, qualitative and quantitative information related to each product segment. The report segments the global Mobile augmented reality (AR) market based on financial services, distribution channel.

This analysis will be covered at regional and country level for current and estimated years, i.e., 2022–2030.

Competition dashboard offers key information related to market structure and market share analysis for top players. Along with this, company profiles will be covered under same section, which includes company description, financial analysis, and key developments. The report further features these companies in the competitive landscape chapter, which covers product/service mapping of top players, competitive dashboard, competitive heat map, and key developments between forecast period.

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Key Data Points Included in Mobile augmented reality (AR) market Report

- The Mobile augmented reality (AR) market analysis covers detailed information pertaining to industry and major industry participants.
- Porter's five forces analysis helps to analyze the potential of buyers & suppliers and the competitive scenario of the industry for strategy building.
- Major countries have been mapped according to their individual revenue contribution to the regional market.
- The report outlines the current market trends and future scenario of the global Mobile augmented reality (AR) market to understand the prevailing opportunities and potential investment pockets.
- The key drivers, restraints, and opportunities and their detailed impact analysis are elucidated in the study.

Key Market Segments

By Component

- Hardware
- 3D Camera
- Sensors
- Processor
- Others
- Software
- Services

By Device Type

- Smartphones
- Tablets
- Personal Digital Assistants (PDAs)
- Others

By Application

- Consumer
- Healthcare
- Enterprise
- Commercial

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