

Augmented Reality Market Emerging Trend | By Key Players, Product Type, Application and Region

Increasing adoption of smartphones and integration of apps with AR and expanding gamer base seeking more immersive gaming experiences

VANCOUVER, BC, CANADA, March 27, 2022 /EINPresswire.com/ -- [Augmented Reality \(AR\)](#) market size is expected to reach USD 332.60 Billion in 2028 and register a steady revenue CAGR of 46.4% over the forecast period, according to latest analysis by Emergen Research.



The latest study provides an insightful analysis of the broad competitive landscape of the global Augmented Reality market, emphasizing the key market rivals and their company profiles.

Rising demand for Augmented Reality (AR) technology to train, maintain, and assist across various industries such as healthcare, logistics, and manufacturing, are among some of the major factors driving revenue growth of the market. Augmented reality increases the understanding of certain features of the physical world, and derives smart and accessible insights that can be applied to real-world applications.

Technological advancements in AR is also driving revenue growth of the market. Increasing penetration of smartphones and mobile gaming trend, and adoption of this technology in the education sector are factors supporting growth of the market. Various industries are unveiling new generation of AR solutions and applications as devices are becoming increasingly advanced and powerful, and networks are continuing to expand in terms of capacity. 5G connectivity and edge computing have made the technology more feasible, and opened up access to a number of new potential users.

The study finds that how on certain account threats and challenges can act as a roadblock for the business. A thorough evaluation of the Augmented Reality market in the light of macro-

environment such as social, political, economical as well as technological environment add granularity to the overall research. In addition, the study produces real-time data on vital aspects including sales, profits, gross margin and growth prospects to show how going forward the business will witness a substantial upswing.

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Strategic Initiatives:

Collaborations among Companies to Increase Business Prospects in Global Market

The research report provides the reader with an in-depth interpretation of the Augmented Reality market dynamics, including the crucial drivers, opportunities, threats, and challenges. The report also describes the key business strategies, demand and supply ratios, leading regions, and the renowned market players, in a nutshell, offering a futuristic outlook of the overall Augmented Reality industry. The market intelligence report is a prototype of the 360° overview of the global Augmented Reality industry, shedding light on the estimated market value, share, growth trends, gross revenue, competitive overview, prominent manufacturers and buyers, available product types, and end-use applications.

List of Key Players Covered in the Report: Microsoft Corporation, Google Inc., Apple Inc., Zappar Ltd., Sony Corporation, Infinity Augmented Reality Ltd., Wikitude GmbH, Magic Leap, Inc., Seiko Epson, and Samsung Electronics Co. Ltd.

Global Augmented Reality Market Highlights:

Regional demand estimation and forecast

Product Mix Matrix

R&D Analysis

Cost-Benefit Analysis

Pre-commodity pricing volatility

Supply chain optimization analysis

Technological updates analysis

Raw Material Sourcing Strategy

Competitive Analysis

Mergers & Acquisitions

Location Quotients Analysis

Carbon Footprint Analysis

Patent Analysis

Vendor Management

A wide array of strategic initiatives, such as new business deals, mergers & acquisitions, collaborations, joint ventures, technological upgradation, and recent product launches, undertaken by these companies has been discussed in the report. The report analyzes various elements of the market's competitive scenario, such as the regulatory standards and policies implemented across the industry over recent years. Our team of experts has leveraged several powerful analytical tools, such as Porter's Five Forces analysis and SWOT analysis, to deliver a comprehensive overview of the global Augmented Reality market and pinpoint the fundamental growth trends.

Emergen Research has segmented the global Augmented Reality (AR) market on the basis of offering, device type, application, and region:

Offering Outlook (Revenue, USD Billion; 2018–2028)

Hardware

Sensors

Cameras

Display & Projectors

Semiconductor Component

Position/Room Tracker

Others

Software

Device Type Outlook (Revenue, USD Billion; 2018–2028)

Head-mounted Displays

Head-up Displays

Application Outlook (Revenue, USD Billion; 2018–2028)

Healthcare

Automotive

Consumer

Enterprise

Aerospace & Defense

Energy

Commercial

Others

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To offer more clarity on the current business environment researchers probe into the import and export status, supply chain management, demand and supply, consumption capability and manufacturing capacity. When assessing the size of the industry special consideration is given to the value and volume of the products and services offered on a year on year basis

Key Parameters Analyzed in This Section:

Company Profiles

Gross Revenue

Profit margins

Product sales trends

Product pricing

Industry Analysis

Sales & distribution channels

Key Points Covered in This Section:

Regional contribution

Estimated revenue generation

Vital data and information about the consumption rate in all the leading regional segments

An expected rise in market share

Forecast growth in the overall consumption rate

Report Highlights:

Besides offering a vivid depiction of the global Augmented Reality business sphere and its fundamental operations, the latest report provides the industrial chain analysis and list down the current and future market trends and growth opportunities.

The report includes information on the present and historical market scenarios, which helps forecast the market conditions over the next eight years (2020-2027).

The report scrutinizes the salient factors influencing the growth of the market in the near future.

The strategic marketing recommendations, crucial information related to the new market entrants, and expansion plans of various businesses are poised to provide the reader with a competitive edge in the market.

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