

Augmented Reality & Mixed Reality Market to Reach USD 361.43 Billion by 2030 with 30% CAGR by Exactitude Consultancy

Global Augmented Reality & Mixed Reality Market include Microsoft, Google, Apple, Facebook

LUTON, BEDFORDSHIRE, UNITED KINGDOM, January 22, 2024

/EINPresswire.com/ -- A complete study of the global [Augmented Reality & Mixed Reality](#) Market is carried out by the analysts in this report, taking into consideration key features like drivers, challenges, recent trends, opportunities, advancements, and competitive landscape. The report's

primary aim is to supply an advance illustration of the latest development, scenario, and war situations impact on the worldwide industry and exhaustive scope to cover all the possible segments helping every stakeholder in the Augmented Reality & Mixed Reality Market. This study does a thorough going-over of the market and offers visions based on a market SWOT analysis.

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High demand for Augmented Reality (AR) & Mixed Reality (MR) due to immersive experiences, improved training, and diverse applications across industries.”

Exactitude Consultancy

This report provides an overview of the technology development across regions, market size and forecasts, key market segments, and key industry players. It offers valuable information to the industry insiders, potential investors. It includes an exhaustive enquiry with the reliability of logic and the comprehensiveness of contents. The market report also examines the current state of the Augmented Reality & Mixed Reality industry, as well as our report contains an in-depth analysis of key market growth drivers such as market demand, supply chain, technology, and regulations.



The Global Augmented Reality & Mixed Reality market size was valued at USD 57.26 Billion in 2023, and is projected to reach USD 361.43 Billion by 2030, registering a CAGR of 30% from 2024

to 2030.

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<https://exactitudeconsultancy.com/reports/36404/augmented-reality-mixed-reality-market/#request-a-sample>

List of the Top key players Influencing this Market includes:

The research study includes the current trends that are being adopted by significant market players in the Augmented Reality & Mixed Reality markets, including the use of cutting-edge technology, government funding of R&D, and an increasing focus on sustainability.

Microsoft, Google, Apple, Facebook (Meta), Magic Leap, Vuzix, PTC, Qualcomm, Unity Technologies, Epson, Samsung, Sony, HTC, Intel, DAQRI, Atheer, Upskill, Blippar, ODG, Zappar

Recent Developments:

October 09, 2023: Sony Corporation ("Sony") today announced the launch of FP7000 spectral cell sorter that supports high-speed, high-parameter sorting with more than 44 colors with simple workflows, leveraging its patented spectral technology-based optics, advanced electronics and fluidics. The new high-parameter spectral cell sorter is configurable with up to 6 lasers and 182 detectors enabling the detection and sorting of cell populations of interest, using complex panels comprised of more than 44 colors. It also supports multiple nozzle sizes for optimized sorting of a wide range of cell types. Its high-speed, real-time spectral unmixing capability, which separates the emission signature of each fluorophore from the composite spectral signal from the multi-color sample analyzed, combined with high sheath pressure and reliable drop-delay calibration, enables up to 6-way sorting of populations at event rates of 25,000 events per second.

January 16, 2024: Apple today announced a series of ground-breaking entertainment experiences that will be available on Apple Vision Pro beginning Friday, February 2. With more pixels than a 4K TV for each eye, combined with an advanced Spatial Audio system, Vision Pro enables users to watch new shows and films from top streaming services including Apple Originals from Apple TV+, transport themselves to stunning landscapes with Environments, and enjoy all-new spatial experiences that were never possible before, like Encounter Dinosaurs.

Segmentation Analysis of the market:

The market is segmented based on the type, product and application. The segmentation helps to deliver a precise explanation of the market.

Segments Covered in the Augmented Reality & Mixed Reality Market Report:

Augmented Reality & Mixed Reality Market by Type, Value (USD Billion)

Hardware

Software

Augmented Reality & Mixed Reality Market by End User Verticals, Value (USD Billion)

Gaming

Education

Healthcare

Retail & Advertising

Automotive

Military & Defence

Augmented Reality & Mixed Reality Market by Region, Value (USD Billion)

North America

Europe

Asia Pacific

South America

Middle East and Africa

The full Report of Augmented Reality & Mixed Reality Market is Available@:

<https://exactitudeconsultancy.com/reports/36404/augmented-reality-mixed-reality-market/>

Regional Coverage:

Region Included: North America, Europe, Asia Pacific, Oceania, South America, Middle East and Africa

Country level breakdown: United States, Canada, Mexico, Brazil, Argentina, Colombia, Chile,

South Africa, Nigeria, Tunisia, Morocco, Germany, United Kingdom (UK), Netherlands, Spain, Italy, Belgium, Austria, Turkey, Russia, France, Poland, Israel, United Arab Emirates, Qatar, Saudi Arabia, China, Japan, Taiwan, South Korea, Singapore, India, Australia and New Zealand, etc.

North America accounted for the largest market in the Augmented Reality & Mixed Reality market. It accounted for 36% of the worldwide market value. For the development and uptake of Augmented Reality (AR) and Mixed Reality (MR) technologies, North America has been a key center. Innovation in this field is being driven by a strong ecosystem of technology companies, research institutes, and startups in the region. The growing integration of AR and MR across a range of industries, including gaming, healthcare, education, manufacturing, and retail, has resulted in significant growth for the market. North American businesses that create immersive gaming experiences that combine virtual and real-world elements are among those who have widely adopted augmented reality (AR) applications in the gaming industry. In addition to increasing user engagement, this has given the gaming industry access to new revenue sources.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the product portfolios of the top players in the Augmented Reality & Mixed Reality market.

Product Innovation: Detailed insights on upcoming technologies, R&D activities, and product launches in the market.

Competitive Assessment: In-depth assessment of the market strategies, geographic and business segments of the leading players in the market.

Market Development: Comprehensive information about emerging markets. This report analyzes the market for various segments across geographies.

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the Augmented Reality & Mixed Reality market.

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Other Related Reports:

Augmented Reality Head-Up Display (AR HUD) Market

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Customization 20%.

Five Countries can be added as per your choice.

Five Companies can add as per your choice.

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