

Emerging Frontiers: Global Landscape of Generative AI in Augmented Reality 2024

The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033

LONDON, GREATER LONDON, UK, June 19, 2024 /EINPresswire.com/ -- The [generative AI in augmented reality \(AR\) market](#) has seen substantial growth in

recent years, with its size expanding from \$1.88 billion in 2023 to \$2.56 billion in 2024, boasting a compound annual growth rate (CAGR) of 35.8%. This surge can be attributed to advancements enhancing user experiences, personalized content, and improved productivity in design processes. The integration of real-time data analysis and AI-generated solutions has further propelled market growth.



The generative AI in augmented reality market size is expected to see exponential growth in the next few years. It will grow to \$8.78 billion in 2028 at a compound annual growth rate (CAGR) of 36.1%."

The Business Research Company

Enhanced Collaboration and Immersive Experiences Driving Future Growth

Anticipated to grow to \$8.78 billion by 2028 at a CAGR of 36.1%, the generative AI in AR market is poised for exponential expansion. This growth is fueled by innovations facilitating AR-enabled virtual meetings, enriched user engagement through AI-generated multimedia, and heightened security protocols using AI-driven encryption. Additionally, scalable content production and cost-effective distribution methods are set to play pivotal roles in market evolution.

The logo for The Business Research Company, featuring the company name in a serif font and a stylized bar chart with three bars of increasing height to the right.

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Generative AI In Augmented Reality Global Market Report 2024

Explore comprehensive insights into the generative AI in augmented reality market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=15179&type=smp

Major Players Innovating in Generative AI for AR

Leading companies such as Apple Inc., Alphabet Inc., and Microsoft Corporation are at the forefront, leveraging neural networks and advanced AR platforms to enhance 3D content

creation and performance optimization. For example, Devar's neural network, introduced in April 2023, streamlines AR asset creation by generating high-quality 3D models tailored for webAR applications, thereby democratizing AR development.

Key Trends Shaping the Market Landscape

Emerging trends include the adoption of generative adversarial networks (GANs) and transformer models, alongside hybrid approaches that integrate generative AI with other technologies. Innovations in speech synchronization and eye-tracking technologies underscore a growing focus on personalized user experiences and heightened engagement.

Market Segments and Regional Insights

The generative AI in AR market is segmented by component (Software, Services), application (Gaming and Entertainment, Enterprise, Education), and end-user (Enterprise, Consumer). North America led the market in 2023, driven by robust technological infrastructure and early adoption of AR solutions.

Access the complete report for an in-depth analysis of the generative AI in augmented reality market:

<https://www.thebusinessresearchcompany.com/report/generative-ai-in-augmented-reality-global-market-report>

As the prevalence of remote work continues to rise, driving demand for AR solutions that enhance collaboration and productivity, the generative AI in augmented reality market is poised for significant expansion. With forecasts indicating substantial growth, stakeholders across industries are increasingly leveraging AI-driven AR innovations to redefine digital experiences.

[Generative AI In Augmented Reality Global Market](#) Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Generative AI In Augmented Reality Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on generative AI in augmented reality market size, [generative AI in augmented reality market drivers](#) and trends, generative AI in augmented reality market major players, competitors' revenues, market positioning, and market growth across geographies. The generative AI in augmented reality market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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