

Eye Tracking Market Set for Rapid Expansion, Projected to Reach \$5.82 Billion by 2028

The Business Research Company's Eye Tracking Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, June 24, 2024 /EINPresswire.com/ -- The [eye tracking market](#), valued at \$1.96 billion in 2023, is expected to grow to \$2.22 billion in 2024, reflecting a compound

annual growth rate (CAGR) of 13.4% during this period. This growth is driven by its widespread adoption in research and academic applications, as well as its integration into virtual reality (VR) and augmented reality (AR) systems. The technology's utility in usability testing for user experience (UX) design and its applications in medical and healthcare sectors, alongside its integration into the gaming industry, further fuel market expansion.



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The market is poised for exponential growth in the coming years, with projections reaching \$5.82 billion by 2028 at a CAGR of 27.3%. Key drivers in this forecast period include expanded applications in the automotive industry, advancements in wearable devices, and the rise of attention-based content creation. Additionally, eye tracking

technology's role in health monitoring, biometrics, and its increasing adoption in consumer electronics contribute significantly to this growth trajectory.

Assistive Communicators Driving Market Demand

One of the primary drivers propelling the eye tracking market is the increasing demand for assistive communicators. These tools assist individuals with communication impairments by enabling them to express thoughts, ideas, and needs more effectively. Eye tracking technology facilitates control and navigation of assistive communicators by tracking users' eye movements, offering a natural and efficient means of communication. As the global population ages and non-communicable diseases become more prevalent, the demand for such assistive technologies is expected to surge, thereby boosting market growth.

Explore the global eye tracking market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=13654&type=smp

Key Players and Market Trends

Major companies in the eye tracking market, such as Tobii AB, Smart Eye AB, and Varjo, are focusing on developing mobile eye-tracking solutions tailored for marketing and advertising research. These solutions enable real-time monitoring and analysis of eye movements using portable devices, enhancing their usability testing capabilities and effectiveness in human-computer interaction. For instance, Tobii AB's Sticky platform integrates webcam eye tracking and emotion recognition, allowing businesses to conduct advanced quantitative research across desktops, laptops, and mobile devices without additional installations.

Segments of the Eye Tracking Market

- Type: Eye Attached Tracking, Optical Tracking, Electrooculography
- Component: Hardware, Software
- Location: Remote, Mobile
- Application: Healthcare, Retail, Research, Automotive, Consumer Electronics, Other Applications

Geographical Insights: Asia-Pacific Leading Growth

North America dominated the eye tracking market in 2023, with Asia-Pacific expected to witness the fastest growth during the forecast period. The comprehensive report offers detailed insights into regional dynamics, market trends, and growth opportunities.

Access the complete report for an in-depth analysis of the global eye tracking market:

<https://www.thebusinessresearchcompany.com/report/eye-tracking-global-market-report>

[Eye Tracking 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 Eye Tracking Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on eye tracking market size, eye tracking market drivers and trends, eye tracking market major players, competitors' revenues, market positioning, and market growth across geographies. The eye tracking 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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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.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

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