

# Global Augmented Reality Software And Services Market Size, Share And Growth Analysis For 2024-2033

*The Business Research Company's  
Augmented Reality Software And Services  
Global Market Report 2024 – Market Size,  
Trends, And Forecast 2024-2033*

LONDON, GREATER LONDON, UK,  
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The augmented reality software and services market is experiencing remarkable growth, with its size projected to expand from \$47.88

billion in 2023 to \$74 billion in 2024, reflecting a compound annual growth rate (CAGR) of 54.5%. This substantial growth trajectory is anticipated to continue, with the market expected to reach \$291.73 billion by 2028, driven by advancements in technology, increased enterprise adoption, and evolving applications across various sectors.



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Driving Growth: Augmented Reality (AR) And The Evolving  
Ed-Tech Landscape

The educational technology (ed-tech) sector is fueling the expansion of the AR software market. AR in education enhances learning by visualizing complex concepts through interactive simulations and games. According to Graphy, the ed-tech sector is projected to reach \$680

billion by 2027, further propelling AR adoption in educational settings. This trend is significantly influencing the growth of AR software and services.

Explore comprehensive insights into the augmented reality software market with a detailed sample report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=2518&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=2518&type=smp)

Major Companies and Technological Trends

Key players in the augmented reality software market include PTC Inc., Wikitude GmbH, Daqri

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LLC, and Niantic Inc., among others. These companies are at the forefront of innovation, integrating AR with artificial intelligence to enhance user experiences. For example, NexTech AR Solutions has introduced AI-driven chat features in its Virtual Experience Platform to optimize virtual events.

## Trends

Major trends impacting the market include AR cloud, spatial computing, and immersive AR technologies. The integration of AI with AR is creating advanced virtual experiences, such as those seen in Instagram and Snapchat filters. Companies like Qualcomm are advancing AR technology with platforms like Snapdragon XR2 Gen 2 and Snapdragon AR1 Gen 1, which promise enhanced performance and user experience.

## Segments:

- Software Function: Remote Collaboration, Workflow Optimization, Visualization, Documentation, 3D Modelling, Navigation, Other Software Functions
- Vertical: Aerospace & Defense, Medical, Commercial, Oil & Gas, Mining, Telecom, IT/Data Centers, Enterprise, Consumer, Other Verticals
- End-User Type: Commercial, Consumer

## Regional Insights: Asia-Pacific Leading the Charge

The Asia-Pacific region was the largest market for AR software and services in 2023 and is expected to be the fastest-growing region during the forecast period. This growth is driven by technological advancements and increasing adoption of AR solutions across various sectors in the region.

Access the complete report for an in-depth analysis of the augmented reality software market: <https://www.thebusinessresearchcompany.com/report/augmented-reality-software-and-services-global-market-report>

[Augmented Reality Software and Services Global Market Report 2024](#) from The Business Research Company 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 Augmented Reality Software and Services Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on augmented reality software and services market size, augmented reality software and services market drivers and trends, augmented reality software and services market major players, augmented reality software and services market growth, augmented reality software and services market

technology trends, augmented reality software and services market end user types, augmented reality software and services market competitors' revenues, augmented reality software and services market applications, augmented reality software and services market work flow optimization, augmented reality software and services market positioning, and augmented reality software and services market growth across geographies. The augmented reality software and services market report helps you gain in-depth insights into 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 15000+ reports in 27 industries, spanning 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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