

Eye Tracking Market Expected to Reach \$23,450.65 Million by 2034, Driven by 29.6% CAGR

The escalating acquisition of eye tracking technology in sectors such as military and aerospace is driving the market demand

NEW YORK CITY, NY, UNITED STATES, February 11, 2025 /EINPresswire.com/ -- Our [eye tracking market](#) report has been prepared using advanced methodologies and research techniques to help businesses make strategic business decisions.



Eye tracking utilizes progressive image processing and machine learning to untangle eye movement and interpret them into perspective."

Polaris Market Research

The most recent research study by Polaris Market Research reveals that the eye tracking market is anticipated to flourish at a stable rate. With a projected CAGR of 29.6%, the market was valued at USD 1,316.47 million in 2024. It is ready to grow to USD 23,450.65 million by 2034.

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Eye tracking is a sensor technology that seizes and interprets eye movements into perspective about human bearing; at its fulcrum, eye tracking technology measures where someone is peering. By utilizing a camera to inspect eye movements, eye tracking divulges a gamut of core signals involving scan motifs, blinks, and pupillometry.

Eye tracking transforms primary signals into a data stream that can exhibit areas of human bearing frequently formulated intuitively, such as decision-making, exhaustion, awareness, and memory. The surge in the usage of smart gadgets, such as mobile phones, laptops and tablets propels the demand for beneficial technology further pushing the eye tracking market demand.

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- EyeTech Digital Systems, Inc.

- EyeTracking, Inc.
- LC Technologies, Inc.
- Mirametrix Inc.
- Tobii AB
- Sensomotoric Instruments GmbH
- Seeing Machines Ltd.
- Ergoneers GmbH
- Gazepoint Research Inc.
- Smart Eye AB.

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• Technological Progressions: The growing usage of eye-tracking technology in lie-determining systems, video games, cognitive testing, virtual reality, and the aviation industry is one of the major trends pushing the market. Technological progressions and notable funding in R&D enterprises is expected to offer possibilities, boosting the demand for eye tracking market growth.



Eye Tracking Market

• Penetration in Retail Industry: Lately, eye tracking has escalated resistance to research in the retail industry. The technology is utilized by retailers to comprehend consumer bearing involving the duration for which the consumers disburse browsing commodities and the best commodity outlines.

• Simplification of Installation: The accessibility and simplification of installation of the system assist in market development. The procedure of establishing an eye tracking gadget is usually simple. It includes linking the gadget, installing the software, and measuring it.

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• The eye tracking market segmentation is based on type, offering, application, end users, and region.

• Based on type analysis, the remote eye tracking segment held the largest market share. This is due to the rise of the usage of virtual reality and augmented reality, as they can locate unyielding and agile body movements.

- Based on end user analysis, the healthcare segment is poised to register a significant CAGR. This is due to the healthcare experts utilizing eye tracking to diagnose and observe conditions such as diabetic retinopathy, macular degeneration, and Parkinson's disease.

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The research report covers all the major regions and sub-regions of the eye tracking market. The study provides market insights into North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa.

- North America: North America accounted for the largest market share. This is primarily because of the growing usage of progressive technology in the healthcare sector and the initiation of contemporary research advantages targeted at acquiring a profound comprehension of human bearing.
- Asia Pacific: Asia Pacific is anticipated to witness the fastest CAGR from 2025 to 2034. The region's augmenting usage of eye tracking, particularly in consumer electronics, is fueling the regional market expansion.

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How much is the eye tracking market?

The market size was valued at USD 1,316.47 million in 2024 and is projected to grow to USD 23,450.65 million by 2034.

Which region held the largest eye tracking market in 2024?

North America accounted for the largest market share in 2024.

What are the regions covered in the market?

The regions covered in the market are North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

What is the growth rate of the market?

The market is projected to register a CAGR of 29.6% from 2025 to 2034.

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The global [eye tracking industry](#) is expected to reach USD 23,450.65 million by 2034, exhibit a CAGR of 29.6% from 2025 to 2034.

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Polymers, Plastics, Composites & Nanomaterials, 2024:

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