Mixed Reality Market by Components (Hardware and Software), Application (Industrial, Aerospace & Defense, Medical, Architecture, Consumer, and Others), By Device (Head-Mounted Display-Wired and Wireless) & Geography - Global Forecast to 2020

Description:
The mixed reality technology combines the virtual world of computer generated imagery with the real-world environment. It offers more realism than conventional virtual reality and enables the user to interact with designs in real-time. It offers digital prototypes with real-world environments to validate the design assumptions and/or identify potential concerns.

The mixed reality systems also help incorporate the required designs faster, reduce prototype iterations, and enable companies to get their products to reach the market sooner. The global mixed reality market is estimated to be valued at USD 453.4 Million by 2020, at a CAGR of 75.2% between 2016 and 2020.

The mixed reality market in this report has been segmented based on component, device, application, and geography. The market for industrial application is expected to witness the highest growth rate till 2020. The major factor driving this market is the increasing adoption of mixed reality products for various industrial needs. These include the automotive industry, manufacturing, and equipment maintenance and inspection related applications.

The mixed reality market has been segmented based on geography North America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW). The studied market in North America is expected to grow at the highest rate between 2016 and 2020. On the other hand, factors that restraint the growth of the mixed reality market include image latency and limited battery life. Therefore, the use of mixed reality products is only limited to certain industries such as architecture, engineering, and construction.

This report profiles the major companies involved in the mixed reality market such as Atheer, Inc. (U.S.), Canon Inc. (Japan), Daqri LLC (U.S.), Eon Reality Inc. (U.S.), Layar B.V. (The Netherlands), Magic Leap, Inc. (U.S.), Meta Company (U.S.), Microsoft Corporation (U.S.), Seiko Epson Corporation (Japan), and Sulon Technologies (Canada) among others.

Scope of the Report:
This report categorizes the global market for mixed reality on the basis of component, device, application, and geography.

Market segmentation, by component:
- The mixed reality market has been segmented on the basis of component into hardware and software.

Market segmentation, by device:
- The mixed reality market has been segmented on the basis of device into two categories which include head-mounted display devices (wired) and head-mounted display devices (wireless).

Market segmentation by application:
- The mixed reality market has been segmented on the basis of application into industrial, aerospace & defense, medical, architecture, consumer, and others.

Market segmentation by geography:
- The geographic analysis of the market covers the same in North America, Europe, Asia-Pacific, and Rest of the World (RoW). The cross segmentation data included in the report provides an in-depth insight into the regional markets.
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