Augmented Reality Market by Component (Sensor, Display, & Software), Display Type (Head Mounted, Head-Up, Handheld, & Spatial), Application (Aerospace & Defense, Consumer, Commercial), and Geography - Global Forecast to 2020

Description: The augmented reality (AR) market is expected to grow at a CAGR of 79.6% between 2015 and 2020. North America would lead the augmented reality market in terms of market size. With the interest of many established players, the augmented reality market is set to boost with inflow of capital and technology playing their respective roles. The attractive offering of the augmented reality technology is also responsible for the growth of augmented reality market. The increased use of PSPs and smartphones would drive the augmented reality market. The growing gaming market is also a driver for the augmented reality technology.

Tourism And Logistics Sector To Have A High Growth Rate In The Augmented Reality Market

The commercial applications such as tourism and sightseeing, e-learning, e-commerce & marketing, and facility management would be the fastest-growing market segments for the augmented reality market. Augmented reality would also help the aerospace & defense sector and medical sector for training the fighters and the doctors, respectively, with the use of advanced AR technology. Along with this, logistics market is set to boost with the use of augmented reality technology in vision picking the products at the warehouses. The user experience and the customer engagement with the help of AR would help grab more attention and would help brand the products and services for the marketers.

The presence of major companies such as Google, Inc. (U.S.), Qualcomm, Inc. (U.S.), Microsoft Corporation (U.S.) in North America would boost the AR market in the region. The associations such as the EuroVR, the European Association for Virtual Reality and Augmented Reality would help the growth of European AR market. Also, the aerospace & defense market in Europe is likely to help the growth of the European augmented reality market. The fast-growing commercial markets in Asia-Pacific are expected to foster the growth of the AR market in this region.

The primary participants for the report include 35% of the Tier 1 companies and 45% of the Tier 2 companies. The director-level primary participants were about 25%, and C-level participants accounted for 35%. The primary participants from North America were the most. The primary participants from North America, Europe, and APAC were 45%, 20%, and 30%, respectively.

The major players offering various products in the AR market include Google, Inc. (U.S.), Qualcomm, Inc. (U.S.), Microsoft Corporation (U.S.), Samsung Electronics Co. Ltd. (South Korea), Total Immersion (France), Infinity Augmented Reality Inc. (Israel), Blippar.Com Limited (U.K.), DAQRI LLC (U.K.), Osterhaut Design Group (U.S.), Wikitude GmbH (Austria), Magic Leap Inc. (U.S.), and Metaio GmbH (U.S.).

The AR is one of the emerging technologies to view a real-world environment with augmented inputs. AR technology would reach its peak in the next five years. With the concept of the connected world becoming popular, AR is likely to play an important part in this development in recent years. This report profiles the major companies in the AR market with their market growth strategies and recent developments. This report would help analyze the AR market with respect to its component, application, display type, and geography. The next big wave of change in this connected world, AR is the way!

Contents:

1 Introduction
1.1 Objectives Of The Study
1.2 Market Definition
1.3 Study Scope
1.3.1 Markets Covered
1.3.2 Geographic Scope
1.3.3 Years Considered For The Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown Of Primaries
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Market Breakdown & Data Triangulation
2.4 Research Assumptions
2.4.1 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Augmented Reality Market, 2013–2020 (Usd Billion)
4.2 Augmented Reality Market – Major Display Type
4.3 Augmented Reality Market In Apac
4.4 Apac Expected To Emerge As The Fastest-Growing Region Between 2015 And 2020
4.5 Augmented Reality Market: Market Share Of Two Major Applications In 2014
4.6 Augmented Reality Market: Developed Vs. Developing Market
4.7 Augmented Reality Market: Consumer And Commercial Sectors (2020)

5 Market Overview
5.1 Introduction
5.1.1 Monitor-Based Technology
5.1.1.1 Mobile Augmented Reality
5.1.2 Near To Eye Based Technology
5.1.3 Augmented Reality Implementations
5.1.4 Marker-Based Augmented Reality
5.1.4.1 Passive Marker
5.1.4.2 Active Marker
5.1.5 Markerless Augmented Reality
5.1.5.1 Model-Based Tracking
5.1.5.2 Image Processing-Based Tracking
5.2 Market Segmentation
5.2.1 The Augmented Reality Market, By Display Type
5.2.2 The Augmented Reality Market, By Component
5.2.3 The Augmented Reality Market, By Application
5.2.4 The Augmented Reality Market, By Geography
5.3 History And Evolution Of Ar Technology
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Increasing Demand For Ar Applications And Devices For 3D Visualization And Disease Detection In Medical Fields
5.4.1.2 Increasing Demand For Augmented Reality In Architecture And Automotive Industry
5.4.1.3 Increase In Demand For Ar In The E-Commerce And Retail Sectors
5.4.2 Restraints
5.4.2.1 Limited User Interface(Ui) Affecting The Navigation Performance Of Augmented Reality Applications
5.4.2.2 Limited Processing Power, Less Storage, And Restricted Size Of Memory Card In Mobile Phones
5.4.2.3 Development Of Ar Depends On The Advancements In Computers And Digital Network
5.4.3 Opportunities
5.4.3.1 Rising Investment In Augmented Reality Market
5.4.3.2 Opportunity In E-Commerce Industry Can Help Augmented Reality To Penetrate This Market
5.4.3.3 Increase In Demand For Ar Devices And Apps In The Tourism Sector
5.4.4 Challenges
5.4.4.1 Low Adoption Rate Due To Privacy Issues And Complexity In Design
5.4.4.2 Reconfiguration Of Applications For Different Platforms

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Industry Trends
6.4 Porter'S Five Forces Model
6.4.1 Intensity Of Competitive Rivalry
6.4.2 Threat Of Substitutes
6.4.3 Bargaining Power Of Buyers
6.4.4 Bargaining Power Of Suppliers
6.4.5 Threat Of New Entrants

7 Augmented Reality Market, By Component
7.1 Introduction
7.2 Hardware Component
7.2.1 Sensors
7.2.1.1 3D Depth Sensor
7.2.1.2 Accelerometer
7.2.1.3 Gyroscope
7.2.1.4 Magnetometer
7.2.1.5 Image Sensor
7.2.1.6 Global Positioning System (Gps)
7.2.1.7 Proximity Sensor
7.2.2 Semiconductor Component
7.2.2.1 Controller/Processor
7.2.2.2 Integrated Circuits
7.2.3 Display
7.3 Software Component

8 Augmented Reality Market, By Display Type
8.1 Introduction
8.2 Head-Mounted (Hmd) Augmented Reality
8.3 Head-Up Display (Hud) Augmented Reality
8.4 Handheld Display Augmented Reality
8.5 Spatial Display Augmented Reality

9 Augmented Reality Market, By Application
9.1 Introduction
9.2 Consumer Applications
9.2.1 Gaming
9.2.2 Sports And Entertainment
9.3 Aerospace & Defense
9.4 Medical
9.5 Commercial
9.5.1 Tourism And Sightseeing
9.5.2 E-Learning
9.5.3 E-Commerce And Marketing
9.6 Others
9.6.1 Enterprise Solutions
9.6.2 Architecture And Building Design (Bim)
9.6.3 Geospatial Mining
9.6.4 Automotive

10 Augmented Reality Market, By Geography
10.1 Introduction
10.2 North America
10.2.1 U.S.
10.2.2 Canada
10.2.3 Mexico
10.3 Europe
10.3.1 U.K.
10.3.2 Germany
10.3.3 France
10.3.4 Rest Of Europe
10.4 Asia-Pacific (Apac)
10.4.1 China
10.4.2 India
10.4.3 South Korea
10.4.4 Japan
10.4.5 Rest Of Apac
10.5 Rest Of The World (RoW)
10.5.1 Middle East & Africa
10.5.2 Latin America

11 Competitive Landscape
11.1 Overview
11.2 Competitive Scenario
11.3 Recent Developments
11.3.1 New Product & Technology Launches And Developments
11.3.2 Acquisitions/Collaborations
11.3.3 Partnerships
11.3.4 Expansions
11.3.5 Others

12 Company Profile
(Business Overview, Products & Services, Key Insights, Recent Developments, Swot Analysis, Mnm View)*
12.1 Google Inc.
12.2 Qualcomm Inc.
12.3 Microsoft Corp.
12.4 Samsung Electronics Co., Ltd.
12.5 Total Immersion
12.6 Infinity Augmented Reality Inc.
12.7 Blippar.Com Ltd.
12.8 Daqri LLC
12.9 Osterhout Design Group (ODG)
12.10 Wikitude GMBH
12.11 Magic Leap, Inc.
12.12 Metaio GMBH
*Details On Business Overview, Products & Services, Key Insights, Recent Developments, Swot Analysis, Mnm View Might Not Be Captured In Case Of Unlisted Companies.

13 Appendix
13.1 Insights Of Industry Experts
13.2 Discussion Guide
13.3 Introducing Rt: Real-Time Market Intelligence
13.4 Available Customizations
13.5 Related Reports

List Of Tables
Table 1 Growing Demand For Augmented Reality In Retail Applications
Table 2 Limited User Interface In Devices Is A Major Problem Restraining The Growth Of Augmented Reality Applications In Mobile Systems
Table 3 Augmented Reality Have The Potential To Be Used In Tourism Sector In The Coming Years
Table 4 Challenges In Ar
Table 5 Key Industry Trends In The Augmented Reality Market
Table 6 Porter'S Five Forces Analysis: Threat Of New Entrants Would Have Maximum Impact On The Overall Market
Table 7 Global Augmented Reality Market Size, By Component, 2013–2020, (USD Billion)
Table 8 Global Augmented Reality Market Size, By Hardware Component, 2013–2020 (USD Billion)
Table 9 Global Augmented Reality Market, By Display Type, 2013–2020 (USD Billion)
### Table 10 Global Augmented Reality Market For Head-Mounted Displays, By Application, 2013–2020 (USD Billion)

### Table 11 Global Augmented Reality Market For Head-Up Displays, By Application, 2013–2020 (USD Billion)

### Table 12 Global Augmented Reality Market For Handheld Displays, By Application, 2013–2020 (USD Billion)

### Table 13 Global Augmented Reality Market For Spatial Displays, By Application, 2013–2020 (USD Billion)

### Table 14 Global Augmented Reality Market Size, By Vertical, 2013–2020 (USD Billion)

### Table 15 Global Augmented Reality Market: Consumer Sector, By Application, 2013–2020 (USD Billion)

### Table 16 Global Augmented Reality Market: Consumer Sector, By Device Type, 2013–2020 (USD Million)

### Table 17 Global Augmented Reality Market: Consumer Sector, By Region, 2013–2020 (USD Billion)

### Table 18 North America: Ar Market Size For Consumer Sector, By Country, 2013–2020 (USD Million)

### Table 19 Europe: Ar Market Size For Consumer Sector, By Country, 2013–2020 (USD Million)

### Table 20 Apac: Ar Market Size For Consumer Sector, By Country, 2013–2020 (USD Million)

### Table 21 Row: Ar Market Size For Consumer Sector, By Region, 2013–2020 (USD Million)

### Table 22 Global Augmented Reality Market Size For Aerospace And Defence Sector, By Display Type, 2013–2020 (USD Million)

### Table 23 Global Augmented Reality Market Size For Aerospace And Defense Sector, By Region, 2013–2020 (USD Million)

### Table 24 North America: Ar Market Size For Aerospace And Defense Sector, By Country, 2013–2020 (USD Million)

### Table 25 Europe: Ar Market Size For Aerospace And Defense Sector, By Country, 2013–2020 (USD Million)

### Table 26 Apac: Ar Market Size For Aerospace And Defense Sector, By Country, 2013–2020 (USD Million)

### Table 27 Row: Ar Market Size For Aerospace And Defense Sector, By Region, 2013–2020 (USD Million)

### Table 28 Global Augmented Reality Market Size For Medical Sector, By Display Type, 2013–2020 (USD Million)

### Table 29 Global Augmented Reality Market Size For Medical Sector, By Region, 2013–2020 (USD Million)

### Table 30 North America: Ar Market Size For Medical Sector, By Country, 2013–2020 (USD Million)

### Table 31 Europe: Ar Market Size For Medical Sector, By Country, 2013–2020 (USD Million)

### Table 32 Apac: Ar Market Size For Medical Sector, By Country, 2013–2020 (USD Million)

### Table 33 Row: Ar Market Size For Medical Sector, By Region, 2013–2020 (USD Million)

### Table 34 Global Augmented Reality Market For Commercial Sector, By Application, 2013–2020 (USD Billion)

### Table 35 Global Augmented Reality Market Size For Commercial Sector, By Display Type, 2013–2020 (USD Million)

### Table 36 Global Augmented Reality Market Size For Commercial Sector, By Region, 2013–2020 (USD Million)

### Table 37 North America: Ar Market Size For Commercial Sector, By Country, 2013–2020 (USD Million)

### Table 38 Europe: Ar Market Size For Commercial Sector, By Country, 2013–2020 (USD Million)

### Table 39 Apac: Ar Market Size For Commercial Sector, By Country, 2013–2020 (USD Million)

### Table 40 Row: Ar Market Size For Commercial Sector, By Region, 2013–2020 (USD Million)

### Table 41 Global Augmented Reality Market For Other Vertical, By Application, 2013-2020 (USD Million)

### Table 42 Global Augmented Reality Market Size For Other Sector, By Display Type, 2013–2020 (USD Million)

### Table 43 Global Augmented Reality Market Size For Other Sector, By Region, 2013–2020 (USD Million)

### Table 44 North America: Ar Market Size For Other Sector, By Country, 2013–2020 (USD Million)

### Table 45 Europe: Ar Market Size For Other Sector, By Country, 2013–2020 (USD Million)

### Table 46 Apac: Ar Market Size For Other Sector, By Country, 2013–2020 (USD Million)

### Table 47 Row: Ar Market Size For Other Sector, By Region, 2013–2020 (USD Million)
Figure 15 The Consumer Sector Is Expected To Have The Highest Market Share In APAC By 2020
Figure 16 China And Japan Estimated To Emerge As The Fastest-Growing Countries
Figure 17 Consumer And Commercial Sectors Expected To Lead The North American Market Between 2015 And 2020
Figure 18 China Expected To Grow Faster Than The Other Developed Market
Figure 19 Consumer And Commercial Sectors Have A Promising Future In APAC
Figure 20 Types Of Augmented Reality Implementations
Figure 21 The Augmented Reality Market Segmentation: By Geography
Figure 22 Evolution Of The Augmented Reality Technology
Figure 23 Demand For AR Applications In The Medical And Retail Sectors Will Drive The Growth Of The AR Market
Figure 24 Value Chain Analysis (2015): Major Value Is Added During Research & Product Development And Manufacturing Stages
Figure 25 Porter'S Five Forces Analysis (2014)
Figure 26 Augmented Reality Market: Porter'S Five Forces Analysis
Figure 27 Impact Analysis Of Intensity Of Competitive Rivalry
Figure 28 Impact Analysis Of Threat Of Substitutes
Figure 29 Impact Analysis Of Bargaining Power Of Buyers
Figure 30 Impact Analysis Of Bargaining Power Of Suppliers
Figure 31 Impact Analysis Of Threat Of New Entrants
Figure 32 Augmented Reality Market: Software Component Vs. Hardware Component (2014 Vs. 2020)
Figure 33 Geographic Snapshot: APAC Expected To Register The Highest Growth Rate During The Forecast Period
Figure 34 U.S. Estimated To Dominate The Market With Largest Market Size Between 2015 And 2020
Figure 35 North American Augmented Reality Market Overview
Figure 36 European Augmented Reality Market Overview: 2014
Figure 37 APAC Augmented Reality Market Overview: 2014
Figure 38 Companies Adopted Product And Technology Innovation As The Key Growth Strategy In 2013 And 2014
Figure 39 Product Analysis For Major Companies In Augmented Reality Market
Figure 40 Market Evaluation Framework—New Product Launches Fueled The Growth Between 2012 And 2014
Figure 41 Battle For Market Share: New Product Launches Was The Key Strategy
Figure 42 Google Inc.: Company Snapshot
Figure 43 Google Inc.: SWOT Analysis
Figure 44 Qualcomm Inc.: Company Snapshot
Figure 45 Qualcomm Inc.: SWOT Analysis
Figure 46 Microsoft Corp.: Company Snapshot
Figure 47 Microsoft Corp.: SWOT Analysis
Figure 48 Samsung Electronics Co. Ltd.: Company Snapshot
Figure 49 Samsung Electronics Co., Ltd.: SWOT Analysis
Figure 50 Total Immersion: SWOT Analysis
Figure 51 Infinity Augmented Reality Inc.: SWOT Analysis

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3456686/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Augmented Reality Market by Component (Sensor, Display, & Software), Display Type (Head Mounted, Head-Up, Handheld, & Spatial), Application (Aerospace & Defense, Consumer, Commercial), and Geography - Global Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3456686/
Office Code: SCH3N6WI

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>✔️</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>✔️</td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>✔️</td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>✔️</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ___________________________ Last Name: _________________________
Email Address: * ____________________
Job Title: ____________________________
Organisation: _________________________
Address: ________________________________
City: __________________________________
Postal / Zip Code: ____________________
Country: ________________________________
Phone Number: _________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information
Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World