Eye Tracking Market by Type, by Application, by Industry and by Geography - Global Trend & Forecast to 2020

Description: "Eye Tracking Market by Type (Mobile & Remote), by Application (Medical Diagnostics, HCI, Research, & Virtual Reality), by Industry (Marketing, Healthcare, Transportation, Communication & Entertainment) and by Geography - Global Trend & Forecast to 2020"

The eye tracking market is segmented into market size by type, by application, by industry and by region. The eye tracking market is segmented on type as remote and mobile eye tracker devices. Mobile eye tracking is expected to grow at the highest growth rate. Human computer interaction (HCI) is one of the key applications of eye tracking market. HCI researchers can understand visual and display-based information processing by recording the eye movements.

The market sizing of the global eye tracking market was done by both top-down and bottom-up method. In bottom up approach the market size for each type of eye tracking device was calculated, and then a region wise market for each monitoring type was figured out, and then the summation of revenue of all the regions gave us the overall market-size. In top-down approach, the top companies in the market are analyzed and their product portfolio is studied to get the global market of the eye tracking market. This overall market is analyzed by percentage contribution of each segment like application and geography. Finally these geographic split of segment market is further analyzed to arrive at the region and country wise break up of overall market.

The major industries in the eye tracking ecosystem are marketing, healthcare, transportation, communication, and entertainment. The report provides the competitive landscape of the key players which indicates their growth strategies in terms of the eye tracking market.

The report provides the profiles of the major active companies in the eye tracking market. The key players in the market are Tobii Ab (Sweden), SensoMotoric Instruments (Germany), SR Research Ltd (Canada), Eye Tracking Inc. (U.S.), Applied Science Laboratories (U.S.), LC technologies Inc. (U.S.), EyeTribe (Denmark), Mirametrix Inc. (Canada), SmartEye (Sweden), IMotions (U.S.), and EyeTech Digital Systems, Inc. (U.S.).

The report also presents market dynamics such as the drivers, restraints, opportunities, and challenges. Apart from the in-depth view on the market segmentation, the report also includes the critical market data and qualitative information for each type, along with the qualitative analysis such as the Porter's five forces analysis, value chain analysis, and market breakdown analysis. The report targets the manufacturers, software providers, system integrators and end-user industries of eye tracking market.

Scope of the Report:

This research report categorizes the global eye tracking market based on type, application, industry, and region.

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