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

Description: The eye tracking market has covered the market ranking of different industry players present in the eye tracking market. The market size estimates and forecast in this report are provided from 2015 to 2020. The global eye tracking market was estimated to be USD 183.3 million in 2014 and is estimated to grow at a CAGR of 35.2% between 2015 and 2020. The growth of the market can be attributed to the miniaturization of the eye tracker devices which would lead to newer application areas of the eye tracking technology.

Mobile eye tracker is recorded to have highest growth rate in the forecast period

The eye tracking market is segmented on type as remote and mobile eye tracker. The mobile eye tracking system is expected to grow at the faster growth rate because of the technological advancements helping record the real-time natural gaze behavior over wide applications such as market research and medical applications. The new mobile devices are also enhanced to control real-time data access and full study control through wireless connections. Even though high cost of the application is the major drawback, test usability of websites, software, computer games, interactive TV, digital map interfaces, and mobile devices are few of the common applications grabbing the major share of eye tracking market.

North America held highest market share in eye tracking market during 2014

The report gives an overview of the major geographic regions in the eye tracking market such as the North America, Europe, Asia-Pacific (APAC), and the Rest of the World (RoW). The report discusses about the recent happenings in the market and the impact analysis of the market dynamics.

The market in APAC is expected to grow at the highest rate, followed by Europe, because of the extensive R&D carried out by various players in this region that benefits manufacturers in product development. The APAC is the fastest-growing region, in terms of technological advancement, healthcare, marketing, and so on. These are the major driving forces of eye tracking market in APAC.

The key players in the eye tracking 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.).

Reasons to buy the report:

- This report includes the market statistics pertaining to type, application, industry, and geography along with their respective market size.
- The Porter’s five forces framework has been utilized along with the value chain analysis to provide an in-depth insight into the eye tracking market.
- Major drivers, restraints, and opportunities for the eye tracking market have been detailed in this report.
- Illustrative segmentation, analysis, and forecast for the markets on the basis of type, application, industry, and geography have been conducted to give an overall view of the eye tracking market.
- A detailed competitive landscape includes key players, in-depth analysis, and ranking of key players.

The available customizations for the report can offer further country-wise segmentation of the eye tracking market in terms of value, further breakdown of the application can be provided, and profiling of any additional companies in the report.

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