India Augmented Reality and Virtual Reality Market By Product Type (Head Mounted Display, Head Up Display, Smart Glasses, and Handheld Devices Applications), By End-User (Defense, Automotive, etc.), Competition Forecast and Opportunities, 2011-2021

Description: Augmented Reality (AR) offers real time display of real-world images with computer generated information, while Virtual Reality (VR) involves a computer generated virtual environment presented to the user in such a way that it resembles reality.

Over the past few years, AR & VR market has been growing in India on account of increasing penetration of head-mounted displays in entertainment & gaming industry, rising defense spending coupled with surging demand in the country's healthcare sector. Over the next five years, anticipated growth in the country's defense budget, and rising demand for AR & VR enabled products for training purposes are expected to emerge as the major factors driving demand for AR & VR products in defense industry.

According to "India Augmented Reality and Virtual Reality Market By Product Type, By End-user, Competition Forecast and Opportunities, 2011-2021" India AR & VR market is projected to grow at a CAGR of over 55% during 2016-2021. Increasing AR usage for enhancing gaming experience, growing penetration of head-up displays in the automotive sector, rising use of AR in pico projectors, etc., are driving the AR & VR market in the country.

India AR & VR market is a highly fragmented market, with several global majors such as Microsoft, OculusVR, Samsung, Sony, etc., operating across the value chain. "India Augmented Reality and Virtual Reality Market By Product Type, By End-user, Competition Forecast and Opportunities, 2011 - 2021" discusses the following aspects of AR & VR market in India:

- India AR & VR Market Size, Share & Forecast
- Segmental Analysis - By Product Type (Head Mounted Display, Head Up Display, Smart Glasses, and Handheld Devices Applications), By End-User (Defense, Automotive, Consumer Electronics, etc.)
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of India AR & VR Market
- To identify the on-going trends and anticipated growth over the next five years
- To help industry consultants, AR & VR product providers and other stakeholders align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players
- To avail of 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with AR & VR companies and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.

Contents:
1. Product Overview
2. Research Methodology
3. Analyst View

4. Global Augmented Reality & Virtual Reality Market Overview

5. India Augmented Reality & Virtual Reality Landscape

6. India Augmented Reality & Virtual Reality Market Outlook
   6.1. Market Size & Forecast
      6.1.1. By Value
      6.1.2. By Volume
   6.2. Market Share & Forecast
      6.2.1. By Product Type (Head-Mounted Display, Head-Up Display, Smart Glass, Handheld Device Applications)
      6.2.2. By End User (Defense, Automotive, Consumer Electronics & Others)
      6.2.3. By Region (South, North, West, East)
      6.2.4. By Company

7. India Augmented Reality & Virtual Reality Head-Mounted Display Market Outlook
   7.1. Market Size & Forecast
      7.1.1. By Value
      7.1.2. By Volume
   7.2. Market Share & Forecast
      7.2.1. By End User

8. India Augmented Reality Head-Up Display Market Outlook
   8.1. Market Size & Forecast
      8.1.1. By Value
      8.1.2. By Volume
   8.2. Market Share & Forecast
      8.2.1. By End User

9. India Augmented Reality Smart Glass Market Outlook
   9.1. Market Size & Forecast
      9.1.1. By Value
      9.1.2. By Volume
   9.2. Market Share & Forecast
      9.2.1. By End User

10. India Augmented Reality Handheld Device Applications Market Outlook
    10.1. Market Size & Forecast
        10.1.1. By Value
        10.1.2. By Number of Application Downloads
    10.2. Market Share & Forecast
        10.2.1. By End User

11. India Augmented Reality and Virtual Reality Market Attractiveness Index
    11.1. By Product Type
    11.2. By End User
    11.3. By Region

12. Market Dynamics
    12.1. Impact Analysis
    12.2. Drivers
    12.3. Challenges

13. Market Trends & Developments
    13.1. Increasing Use of Augmented Reality in Pico-Projectors
    13.2. Growing usage of Augmented Reality for Enhanced Gaming Experience
    13.3. Automotive Sector to witness rising penetration of Head Up Displays
    13.4. Rising demand of Augmented Reality in Ecommerce
    13.5. Increasing adoption of Augmented & Virtual Reality in Education
14. Policy & Regulatory Landscape

15. India Economic Profile

16. Competitive Landscape
16.1. Oculus VR LLC
16.2. Google India Pvt. Ltd.
16.3. Microsoft Corporation (I) Pvt. Ltd.
16.4. Samsung India Electronics Pvt. Ltd.
16.5. Sony India Pvt. Ltd.
16.6. AuraVR
16.8. Karbonn Mobile India Pvt. Ltd
16.9. OnePlus
16.10. HTC India Pvt. Ltd

17. Strategic Recommendations

List of Figures

Figure 1: India Augmented Reality and Virtual Reality Market Size, By Value (USD Million), By Volume (Million Units), 2011-2021F
Figure 2: India Consumer Electronics, By Volume, 2016-2020 (Million Units)
Figure 3: India Defense Budget, 2012-2015 (USD Billion)
Figure 4: India Augmented Reality & Virtual Reality Market Share, By Product Type, By Value, 2011-2021F (USD Million)
Figure 5: India Mobile Handset Market, By Volume, 2011-2015 (Million Units)
Figure 6: India Mobile Handset Market, By Volume, 2011-2015 (USD Million)
Figure 7: India Augmented Reality & Virtual Reality Market Share, By End User, By Value, 2011-2021F
Figure 8: India Retail Market, By Value 2015 & 2020F (USD Billion)
Figure 9: India Augmented Reality & Virtual Reality Market Size, By Region, By Value, 2011-2015 (USD Million)
Figure 10: India Augmented Reality & Virtual Reality Market Share, By End User, By Value, 2016E-2021F (USD Million)
Figure 11: South Region's Share in India Augmented Reality & Virtual Reality Market, By Value, 2015 & 2021F
Figure 12: North Region's Market Share in India Augmented Reality & Virtual Reality Market, By Value, 2015 & 2021F
Figure 13: West Region's Market Share in India Augmented Reality & Virtual Reality Market, By Value, 2015 & 2021F
Figure 14: East Region's Market Share in India Augmented Reality & Virtual Reality Market, By Value, 2015 & 2021F
Figure 15: India Augmented Reality and Virtual Reality Market Share, By Company, By Value, 2015 & 2021F
Figure 16: India Augmented Reality & Virtual Reality Head-Mounted Display Market Size, By Value (USD Million), By Volume (Million Units), 2011-2021F
Figure 17: India Augmented Reality & Virtual Reality Head-Mounted Display Market Share, By End User, By Value, 2011-2021F
Figure 18: India Gaming Market Size, By Value, 2011-2021F (USD Million)
Figure 19: India Augmented Reality Head-Up Display Market Size, By Value (USD Million), By Volume (Million Units), 2011-2021F
Figure 20: India Air Passenger, 2012 - 2015 (Million)
Figure 21: India Augmented Reality Head-Up Display Market Share, By End User, By Value, 2011-2021F
Figure 22: Number of Deaths due to Road Accidents in India, 2013 & 2014
Figure 23: India Entertainment Market Size, By Value, 2011-2019F (USD Billion)
Figure 24: India Augmented Reality Smart Glass Market Size, By Value (USD Million), By Volume (Million Units), 2011-2021F
Figure 25: India Augmented Reality Smart Glass Market Share, By End User, By Value, 2011-2021F
Figure 26: India Augmented Reality Handheld Device Applications Market Size, By Value (USD Thousand), By Number of Application Downloads (Thousand Units), 2011-2021F
Figure 27: India Smartphone Users, 2014-2021F (Million)
Figure 28: India Tablet Users, 2014-2019F (Million)
Figure 29: India Augmented Reality Handheld Device Applications Market Share, By End User, By Value, 2011-2021F
Figure 30: India Internet Users, 2014-2021F (Million)
Figure 31: India Gaming Market Share, By Technology, By Value, 2015 & 2021F
Figure 32: India Foreign Tourist Arrivals, 2013 & 2014 (Million)
Figure 33: India Augmented Reality and Virtual Reality Market Attractiveness Index, By Product Type, By Value, 2016E-2021F
Figure 34: India Augmented Reality and Virtual Reality Market Attractiveness Index, By End User, By Value, 2016E-2021F
Figure 35: India Augmented Reality and Virtual Reality Market Attractiveness Index, By Region, By Value, 2016E-2021F
Figure 36: India Military Spending, 2012-2015 (USD Billion)
Figure 37: India Healthcare Market Size, By Value, 2011 - 2020F (USD Billion)
Figure 38: India Pico-Projectors Market Size, By Value, 2013 & 2018F (USD Million)
Figure 39: India Luxury Car Sales, 2015 & 2020F (Units)
Figure 40: India E-commerce Market Size, By Value, 2011-2020F (USD Billion)

List of Tables

Table 1: India Augmented Reality & Virtual Reality Market Size, By Type, By Value, 2011-2015 (USD Million)
Table 2: India Augmented Reality & Virtual Reality Market Size, By Type, By Value, 2016E-2021F (USD Million)
Table 3: India Augmented Reality & Virtual Reality Market Size, By Value, 2011-2015 (USD Million)
Table 4: India Augmented Reality & Virtual Reality Market Size, By Value, 2016E-2021F (USD Million)
Table 5: South Region Augmented Reality & Virtual Reality Market Size, By Value, 2011-2021F (USD Million)
Table 6: North Region Augmented Reality & Virtual Reality Market Size, By Value, 2011-2021F (USD Million)
Table 7: West Region Augmented Reality & Virtual Reality Market Size, By Value, 2011-2021F (USD Million)
Table 8: East Region Augmented Reality & Virtual Reality Market Size, By Value, 2011-2021F (USD Million)
Table 9: India Augmented Reality & Virtual Reality Head-Mounted Display Market Size, By Value, 2011-2015 (USD Million)
Table 10: India Augmented Reality & Virtual Reality Head-Mounted Display Market Size, By Value, 2016E-2021F (USD Million)
Table 11: India Augmented Reality Head-Up Display Market Size, By Value, 2011-2015 (USD Million)
Table 12: India Augmented Reality Head-Up Display Market Size, By Value, 2016E-2021F (USD Million)
Table 13: India Augmented Reality Smart Glasses Market Size, By Value, 2011-2015 (USD Million)
Table 14: India Augmented Reality Smart Glasses Market Size, By Value, 2016E-2021F (USD Million)
Table 15: India Augmented Reality Handheld Devices Application Market Size, By Value, 2011-2015(USD Thousand)
Table 16: India Augmented Reality Handheld Devices Application Market Size, By Value, 2016E-2021F (USD Thousand)

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3782911/](http://www.researchandmarkets.com/reports/3782911/)
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: India Augmented Reality and Virtual Reality Market By Product Type (Head Mounted Display, Head Up Display, Smart Glasses, and Handheld Devices Applications), By End-User (Defense, Automotive, etc.), Competition Forecast and Opportunities, 2011 -2021
Web Address: http://www.researchandmarkets.com/reports/3782911/
Office Code: SCBRYLAT

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>Single User</td>
<td>USD 2500</td>
</tr>
<tr>
<td>CD-ROM</td>
<td></td>
<td>USD 3000 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Hard Copy</td>
<td></td>
<td>USD 3500 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>Enterprisewide</td>
<td>USD 5000</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

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: ___________________________________________
<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
</table>

* 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