

## **Global Augmented Reality Market By Product Type, Display Technology Used, Services, Geography, Trends and Forecast to 2022**

*Orbis Research has added Report on "Global Augmented Reality Market By Product Type (Hand Held Devices, Stationary AR Systems, SAR, HMD), Display Technology Used (HMD, Eyeglasses, HUD, Contact Lenses), Geography, Trends, Forecast (2017-2022)" to its Database.*

Orbis Research has added Report on "Global Augmented Reality Market By Product Type (Hand Held Devices, Stationary AR Systems, SAR, HMD), Display Technology Used (HMD, Eyeglasses, HUD, Contact Lenses), Geography, Trends, Forecast (2017-2022)" to its Database. Dallas, United States - April 19, 2017 /MarketMedia/ -- The Global Augmented Reality Market was valued at USD 5.24 billion in 2016 and is estimated to grow at a CAGR of 77.76% during the forecast period 2017-2022 and reach USD 165.32 billion by 2022.

Global Augmented Reality Market Dynamics

Facebook's acquiring of Oculus for a whopping USD 2 billion in 2014 was when our attention shifted to this next big thing'. Where virtual reality systems simulate entire situations for us, augmented reality systems seamlessly integrate virtual aspects into our reality. Augmented reality has the power and potential to change the way we see and perceive everything around us forever. The global augmented reality market, much like its close cousin, the virtual reality market, is one of the fastest-growing markets in the world currently and will be worth billions of dollars in the near future.

Download PDF Sample of Augmented Reality Market@ <http://www.orbisresearch.com/contacts/request-sample/217467>

There has been a huge surge in demand for AR based applications in several domains in recent years. Recent advancements in technology have made it possible for people to own smartphones for a reasonable rate. This, along with the increasing purchasing power in the developing nations is considered to drive forward the market significantly. The unavailability of a good battery technology to fuel the power needs of AR based applications can be a limitation to the growth of this market. However, there is obviously an incredible amount of untapped potential across many domains in the AR Market.

Browse Full Report with TOC:

<http://www.orbisresearch.com/reports/index/global-augmented-reality-market-by-product-type-hand-held-devices-stationary-ar-systems-sar-hmd-smart-glasses-smart-lenses-display-technology-used-hmd-eyeglasses-hud-contact-lenses-vrd-eye-tap-hand-held-displays-sar-geography-trends-forecast-2017-2022>

Global Augmented Reality Market Segmentation

The global augmented reality market is segmented on the basis of product type (hand-held devices, stationary ARS, SARS, HMDs, smart lenses, smart glasses); by applications (medical & healthcare, education, commerce, advertising & marketing, energy and utilities, entertainment and gaming, design and engineering and logistics); display device used (HMD, eye glasses, HUD, contact lenses, VRD, eye tap, hand-held displays and SARS); and geography. The Asia-Pacific region is expected to grow at a very rapid rate and will soon command a lion share in the market.

Place Purchase Order for this Report@ <http://www.orbisresearch.com/contact/purchase/217467>

Key Players in the Global Augmented Reality Market, Some of the major players discussed in this report are

- o Google
- o Microsoft
- o Facebook
- o Samsung
- o Qualcomm Vuforia
- o METAIO's SDK
- o Total Immersion
- o Sony

What the report offers

- o Market definition for global augmented reality market along with identification of key drivers, restraints, and opportunities for the market.
- o Market analysis for the global augmented reality market, with region specific assessments and competition analysis on a regional scale.
- o Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a regional scale.
- o Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
- o Identification and analysis of the macro and micro factors that affect the global augmented reality market on the global and regional scale.
- o A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

Table of Content:

1. Introduction
  - 1.1 Study Deliverables
  - 1.2 Market Definition
  - 1.3 Key Findings of the Study
2. Research Methodology
3. Executive Summary
4. Market Overview
  - 4.1 Overview
  - 4.2 Industry Value Chain Analysis
  - 4.3 Porter's Five Forces Analysis
    - 4.3.1 Industry Competition
    - 4.3.2 Potential of New Entrants
    - 4.3.3 Power of Suppliers
    - 4.3.4 Power of Customers
    - 4.3.5 Threat of Substitute Products
5. Market Dynamics
  - 5.1 Introduction
  - 5.2 Drivers
    - 5.2.1 Increased Demand for Smartphone based AR Applications
    - 5.2.2 Introduction of Low-Cost Devices and the Increasing Purchasing Power in Developing Countries
  - 5.3 Constraints
    - 5.3.1 Unawareness of the Technology and its Safety Aspects
    - 5.3.2 High Set-up Cost and Unavailability of Battery Backups
6. Technology Snapshot
7. Market Segmentation

- 7.1 By Product Type
  - 7.1.1 Hand-Held Devices
  - 7.1.2 Stationary AR Systems
  - 7.1.3 Spatial Augmented Reality Systems (SAR)
  - 7.1.4 Head Mounted Displays (HMD)
  - 7.1.5 Smart Glasses
  - 7.1.6 Smart Lenses
  - 7.1.7 Others
- 7.2 By Applications
  - 7.2.1 Medical & Healthcare
  - 7.2.2 Education
  - 7.2.3 Commerce
  - 7.2.4 Advertising & Marketing
  - 7.2.5 Energy & Utilities
  - 7.2.6 Entertainment & Gaming
  - 7.2.7 Design & Engineering
  - 7.2.8 Logistics
  - 7.2.9 Others
- 7.3 By Display Technology Used
  - 7.3.1 Head Mounted Display (HMD)
  - 7.3.2 Eyeglasses
  - 7.3.3 Heads-Up Display (HUD)
  - 7.3.4 Contact Lenses
  - 7.3.5 Virtual Retinal Display (VRD)
  - 7.3.6 Eye Tap
  - 7.3.7 Hand-Held displays
- 8. Vendor Market Share Analysis
- 9. Competitive Intelligence- Company Profiles
  - 9.1 Google
  - 9.2 Microsoft
  - 9.3 Facebook
  - 9.4 Samsung
  - 9.5 Apple
  - 9.6 Qualcomm Vuforia
  - 9.7 METAIO's SDK
- 10. Investment Analysis
  - 10.1 Recent Mergers and Acquisitions
  - 10.2 Investment Scenario and Opportunities
- 11. Future of Augmented Reality
- 12. Disclaimer

#### About Us:

Orbis Research is a single point aid for all your Market research requirements. We have vast database of reports from the leading publishers and authors across the globe. We specialize in delivering customised reports as per the requirements of our clients. We have complete information about our publishers and hence are sure about the accuracy of the industries and verticals of their specialisation. This helps our clients to map their needs and we produce the perfect required Market research study for our clients.

Contact Info: Name: Hector Costello Email: [sales@orbisresearch.com](mailto:sales@orbisresearch.com) Organization: Orbis Research Address: 4144N Central Expressway, Suite 600 Phone: 2148846817 Source URL:

<http://marketersmedia.com/global-augmented-reality-market-by-product-type-display-technology-used-services-geography-trends-and-forecast-to-2022/187997>For more information, please visit <http://www.orbisresearch.com/reports/index/global-augmented-reality-market-by-product-type-hand-held-devices-stationary-ar-systems-sar-hmd-smart-glasses-smart-lenses-display-technology-used-hmd-eyeglasses-hud-contact-lenses-vrd-eye-tap-hand-held-displays-sar-geography-trends-forecast-2017-2022>Source: MarketersMediaRelease ID: 187997

**Contact Information**

For more information visit <http://> (<http://>)

**Keywords**

You can read this press release online [here](#)