

Mixed Reality Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Report description:

Market Overview:

The global mixed reality market size reached US\$ 1175.1 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1399.0 Million by 2028, exhibiting a growth rate (CAGR) of 38.71% during 2023-2028. The growing need for high quality and enhanced virtual experience, increasing application in corporate events, and rising demand in the gaming and entertainment industry to offer realistic gaming experience represent some of the key factors driving the market.

Mixed reality (MR), also known as hybrid reality, refers to a technology that comprises virtual reality (VR) and augmented reality (AR). It relies on advancements in computer vision, display technologies, graphical processing, input systems, artificial intelligence (AI), and cloud computing. It is a cost-effective, time-saving, and engaging way to provide training to many people. It allows an individual to interact with a virtual environment by using next generation sensing and imaging technologies and enhances the experience with holographic representation of people. It assists in providing face-to-face (F2F) meetings with geographically dispersed teams in a business. Besides this, it aids in detecting physical objects through spatial mapping and bounding boxes. As a result, MR is widely employed in the healthcare, automotive, aerospace and defense, construction, gaming and entertainment, architecture, and education industries across the globe.

Mixed Reality Market Trends:

At present, the rising utilization of MR in the gaming and entertainment industry to offer realistic gaming experiences to users worldwide represents one of the key factors contributing to the growth of the market. Besides this, the growing adoption of MR in the education industry for making the learning process more engaging and attractive using three-dimension (3D) videos and pictures while reducing learning errors is offering a positive market outlook. Additionally, there is a rise in the need for high-quality and enhanced virtual experiences among the masses around the world. This, coupled with the increasing demand for MR in interior designs and architecture to design infrastructure and products easily, is bolstering the growth of the market. Apart

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from this, the rising utilization of MR in corporate events to expand the business reach by telling brand stories and connecting with attendees is impelling the growth of the market. Moreover, the increasing adoption in the healthcare industry for surgical applications and providing medical training is offering lucrative growth opportunities to industry investors. In addition, the rising emergence of big data and cloud computing technologies in the MR is supporting the growth of the market. Furthermore, the increasing demand for MR in the aerospace and defense industry, as it provides holographic images of the engine that aids in better understanding and in-depth research of the engine, is strengthening the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mixed reality market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, device type and application.

Component Insights:

- Hardware
 - Sensor
 - Semiconductor Component
 - Power Units
 - Software

The report has provided a detailed breakup and analysis of the mixed reality market based on the component. This includes hardware (sensor, semiconductor component, and power units) and software. According to the report, hardware represented the largest segment.

Device Type Insights:

- Wired Device
- Wireless Device

A detailed breakup and analysis of the mixed reality market based on the device type has also been provided in the report. This includes wired device and wireless device. According to the report, wireless device accounted for the largest market share.

Application Insights:

- Aerospace and Defense
- Architecture
- Entertainment and Gaming
- Medical
- Simulation Training
- Visualization of Scans
- Simulation Surgery
- Others

A detailed breakup and analysis of the mixed reality market based on the application has also been provided in the report. This includes aerospace and defense, architecture, entertainment and gaming, medical (simulation training, visualization of scans, and simulation surgery), and others. According to the report, aerospace and defense accounted for the largest market share.

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Regional Insights:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

According to the report, North America (the United States and Canada) was the largest market for mixed reality. Some of the factors driving the North America mixed reality market included the presence of numerous key players, rising adoption of MR in the healthcare, automotive, and entertainment sector, introduction of fifth generation (5G) and upgraded network infrastructure, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global mixed reality market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Apple Inc., Canon Inc, Dell Technologies Inc., EON Reality, Facebook Inc., HP Development Company L.P, HTC Corporation, Intel Corporation, Magic Leap Inc., Microsoft Corporation, Samsung Electronics Co Ltd., Seiko Epson Corporation., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global mixed reality market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global mixed reality market?

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What is the impact of each driver, restraint, and opportunity on the global mixed reality market?

What are the key regional markets?

Which countries represent the most attractive mixed reality market?

What is the breakup of the market based on the component?

Which is the most attractive component in the mixed reality market?

What is the breakup of the market based on the device type?

Which is the most attractive device type in the mixed reality market?

What is the breakup of the market based on the application?

Which is the most attractive application in the mixed reality market?

What is the competitive structure of the global mixed reality market?

Who are the key players/companies in the global mixed reality market?

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