AR VR Software Market by Technology Type (AR Software and VR Software), Software Type (Software Development Kit, Game Engine), Vertical (Media & Entertainment, Retail & eCommerce, Manufacturing, Healthcare) and Region - Global Forecast to 2028

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Report description:

The AR VR Software market is estimated at USD 32.5 billion in 2023 to reach USD 77.5 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 19.0%. The widespread deployment of 5G networks represents a significant technological leap for AR VR software by offering rapid data transfer and minimal latency. This advancement is pivotal in delivering seamless and immersive AR VR experiences. With 5G, users can enjoy high-quality, real-time interactions with AR VR applications, free from disruptions. This newfound speed and responsiveness unlock a wealth of possibilities for AR VR technology, enabling it to flourish across various domains. Consequently, 5G's technical capabilities stand as a fundamental catalyst driving the growth and evolution of AR VR software, ensuring its continued innovation and adoption.

"By software type, software development kit (SDK) segment to hold the largest market size during the forecast period."

SDKs are essential tools for developing AR and VR applications. They provide developers with the tools and resources they need to create immersive experiences that interact with the real world and can be used for a variety of purposes, such as gaming, entertainment, education, and enterprise. SDKs can be used to develop high quality AR and VR applications for a variety of platforms, including mobile devices, smart glasses, and headsets.

"Based on vertical, the travel & hospitality segment is expected to register the fastest growth rate during the forecast period. "

Augmented navigation revolutionizes the way tourists explore unfamiliar cities by seamlessly integrating augmented reality into their journeys. Through dedicated AR navigation apps, travelers can view their surroundings through their smartphone or AR glasses and receive real-time information about nearby points of interest, historical facts, and directions. This immersive experience transforms ordinary walks into informative and engaging adventures, allowing tourists to discover hidden gems and

cultural insights while confidently navigating through the city's streets. These AR-enhanced experiences not only make exploration more engaging but also serve as a compelling driver for the AR and VR software market. They drive development of more such sophisticated apps that cater to tourists' demand for travel information and adventure, fostering growth in the AR and VR software sector.

"Asia Pacific highest growth rate during the forecast period."

Across the Asia-Pacific region, numerous cities are investing substantially to transform into smart cities. Within these urban innovation initiatives, AR and VR technologies play pivotal roles. They facilitate streamlined urban planning processes by enabling immersive cityscape visualization. Moreover, these technologies contribute to efficient transportation management, offering real-time data and navigation solutions. In addition, AR and VR enhance public services with interactive information hubs and maintenance tools. This convergence of technology and urban development fosters the growth of tailored AR and VR software solutions, shaping the future of smarter, more connected cities in the region.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

- By Company Type: Tier 1 - 35%, Tier 2 - 45%, and Tier 3 - 20%
- By Designation: C-level -35%, D-level - 25%, and Others - 40%
- By Region: North America - 30%, Europe - 30%, Asia Pacific - 25%, Middle East & Africa - 10%, and Latin America- 5%.

The major players in the AR VR Software market include Microsoft (US), Google (US), Unity Technologies (US), Adobe (US), Autodesk (US), Meta (US), PTC (US), TeamViewer (Germany), NVIDIA Corporation (US), Advanced Micro Devices (US), Qualcomm (US), Zoho Corporation (India), Hexagon AB (Sweden), Magic Leap (US), VMware (US), Blippar (UK), Augment (France), ShapesXR (US), ARuVR (UK), Scope AR (US), Vectary (US), Eon Reality (US), Wevr (US), Talespin Reality Labs (US), Squint (US), Niantic (US), Marxent Labs (US), Inglobe Technologies (Italy), Ultraleap (US), Amelia (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their AR VR Software market footprint.

Research Coverage

The market study covers the AR VR software market size across different segments. It aims at estimating the market size and the growth potential across different segments, including Technology Type (AR software and VR software), Software Type (Software Development Kit, Game Engine, Modeling and visualization Software, Content Management System, Training Simulation Software, and Other Software (Collaboration, Geospatial Mapping, And Industrial Platforms), Vertical (Media & Entertainment, Retail & Ecommerce, Training & Education, Travel & Hospitality, Aerospace & Defense, Real Estate, Manufacturing, Healthcare, Aerospace & Defense, Automotive, and Other Verticals (IT & Telecom, Transportation & Logistics, And Energy & Utilities), and Region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America). The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global AR VR Software market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (growing popularity of gaming, diverse use cases of AR VR in multiple industries, restraints (fragmentation in the AR VR landscape), opportunities (enhancing remote work and collaboration), and challenges (optimizing performance is a

paramount concern in AR/VR software development, limited amount of content available for AR VR) influencing the growth of the AR VR software market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AR VR software market. Market Development: Comprehensive information about lucrative markets - the report analyses the AR VR software market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AR VR Software market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Microsoft (US), Google (US), Unity Technologies (US), Adobe (US), Autodesk (US), Meta (US), PTC (US), TeamViewer (Germany), NVIDIA Corporation (US), Advanced Micro Devices (US), Qualcomm (US), Zoho Corporation (India), Hexagon AB (Sweden), Magic Leap (US), VMware (US), Blippar (UK), Augment (France), ShapesXR (US), ARuVR (UK), Scope AR (US), Vectary (US), Eon Reality (US), Wevr (US), Talespin Reality Labs (US), Squint (US), Niantic (US), Marxent Labs (US), Inglobe Technologies (Italy), Ultraleap (US), Amelia (US).

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