

## **Mobile 3D - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Mobile 3D Market size is estimated at USD 42.90 billion in 2024, and is expected to reach USD 228.95 billion by 2029, growing at a CAGR of 39.78% during the forecast period (2024-2029).

The quality of 3D displays can be hampered by poor scaling as the display's resolution is raised. This can eventually prevent the adoption of these technology displays, which will affect the 3D market as a whole.

#### Key Highlights

- Many people turned to gaming for amusement amid the lockdowns brought on by the Covid-19 pandemic as they spent more time at home. The number of players, as well as the time and money spent on online gaming, have all increased due to this. Game enthusiasts are interested in 3D and VR-supportive games, surging the demand for 3D displays and glasses.
- October 2022 - Shenzhen Timewaying Ltd., a manufacturer of LED and 3D solutions, launched a 20-meter 4K HeyLED cinema screen, one of the world's largest digital LED cinema screens on the market. This screen would be of the highest specification, with stronger color, realism, and depth.
- November 2022 - ViewSonic Corporation, the visual solutions provider, developed a 3D model called UNIVERSE that will use effective in-person teaching techniques in a virtual environment to change online learning from a 2D, unidirectional flow to a 3D immersive experience. During EDUtech Asia 2022, the company showed its most recent educational technology solutions.

#### Mobile 3D Market Trends

Gaming Applications are Expected to Account for the Largest Share

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- Many individuals turned to gaming for amusement amid the lockdowns brought on by the Covid-19 pandemic as they spent more time at home. The number of players, as well as the time and money spent on online gaming, have all increased due to this. Skill-based online gaming has become increasingly popular as it exercises a player's mental or physical level of expertise. The gaming industry will be driven by the development of augmented reality (AR) and virtual reality (VR) and the move toward the Metaverse in the future.

- May 2022 - Acer launched a gaming laptop with a stereoscopic 3D display. This will offer a glasses-free 3D gaming experience rendering technologies to beam two separate views of the same scene into your left and right eyes. The result can give the illusion of depth in a picture, giving the user the impression that you are looking at a three-dimensional item.

- March 2022 - Leia Inc. launched a 3D AI tablet to provide a truly immersive 3D calling, streaming, gaming, and content creation and sharing experience without using any eyewear. Leia also collaborated with Stability.AI to develop LeiaDream, the first integrated generative art software that lets users express their creativity and create AI art using text in 3D.

- May 2022 - Looking Glass introduced the largest holographic 3D display with a 65-inch screen size at GamesBeat Summit. Because of its enormous size, it is perfect for group viewing applications in engineering, design, 3D storytelling, and experiential marketing.

### Asia-Pacific Expected to be the Fastest Growing Market

- China is the biggest movie market in the world, coming in second place to the United States. Due to the country's growing need for entertainment, China also boasts the most movie screens. The cinema owners are looking into novel ways to boost foot traffic. The use of 3D displays is driving these movie fans' share. More than 500 3D screens have been installed in cinemas worldwide, with about 80% in China.

- Efun Technologies, a producer of optical films, collaborated with US-based RealD to create 3D movie theater screens and became an exclusive supplier of these displays in China.

- A group of researchers from Beihang University in China, under the direction of Professor Qiong-Hua Wang, have created a tunable liquid crystal grating-based holographic 3D display system with a big scale and wide viewing angle. Thanks to technology, using two different hologram creation techniques simultaneously allows for a wide viewing angle and an increased size.

- Shenzhen MetaVision plans to offer cutting-edge XR devices for enterprises across verticals globally. The manufacturer developed an interactive real-time 3D (RT3D) VR display system, the world's thinnest VR headset at just 16mm.

### Mobile 3D Industry Overview

The mobile 3D market is anticipated to exhibit a highly competitive environment with several competitors. Manufacturers are enhancing products with technologies like glass-free 3D visuals to keep up with the competition. Samsung Electronics, NVidia Corporation, HTC Corporation, Apple Inc., and the list goes on, are some of the dominant players in the market.

February 2023 - Accenture invested in US-based 3D display firm Looking Glass. The firm has developed displays integrated with an end-to-end holographic platform to display content in lifelike 3D without using headsets or head-tracking. Looking Glass has combined its display technology with a software suite to enable brands, designers, and consumers to display 3D content traditionally seen in 2D.

March 2023 - Vivo, the smartphone brand, launched the V27 series with a 3D AMOLED display, which provides a more immersive and engaging visual experience. Users experience an immersive visual world akin to a movie theater because of the 3D curved

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screen's rich details. The front's 60curve guarantees a superb grip on the hands.

June 2022 - Samsung introduced a 3D display installment with Piccadilly Screens in London to promote its Galaxy Book2 Pro. Using a stunning 3D display, Piccadilly Screens will illuminate and reveal the laptops in sparkling colors. This would be the first worldwide Galaxy Book 3D implementation ever from Samsung.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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