

3D Eye Tracking Software Market By Type (Mobile Systems, Remote Eye Tracking, Tower-Mounted Eye Tracking), By Application (Scientific Research, Marketing and User Research, Industry and Human Performance), By End-use Industry (Retail, Robotics, Automotive, Consumer Devices, Assistive Technology Solutions, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global 3D eye tracking software market is envisioned to garner \$1,778.40 million by 2031, growing from \$153.7 million in 2021 at a CAGR of 27.8% from 2022 to 2031.

3D eye tracking software is used for measuring eye activity, commonly known as the point of gaze. In more detail, it examines how people process visual information, measuring attention, interest, and arousal. This makes it a remarkably effective tool for studying people's behavior, most importantly, consumer behavior.

3D eye tracking software can provide important insight into how tasks are carried out and systems are put in place. Businesses employ eye tracking to pinpoint operational inefficiencies, safety concerns, and training inefficiencies, all of which reduce training time and boost productivity. Similar to this, coaches and sports experts can utilize eye tracking to pinpoint tactics and techniques to boost performance. 3D eye tracking software provides a singular window into fast & frequently subconscious tasks and actions. It is feasible to break down quick and complex processes into easily understandable information that may be studied and used as training material using video playback and gaze mapping.

3D eye tracking software provides some valuable statistics about what grabs the eye in advertising or graphic design. However, it is difficult to see a correlation between what catches the eye and what appears to stay in the mind of the user. One of the primary drawbacks of 3D eye tracking software technology is that not all eyes can be tracked. Contact lenses, spectacles, and iris color can all have an effect on the efficiency of an eye-tracking camera that records eye movements.

As we have seen with touch control/sensor technology, eye tracking technology is certain to take off in a significant manner.

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Almost any industry can benefit from 3D eye tracking software technology. In order to better understand how the brain functions, psychologists can measure visual attention and link it with other metrics. Research on visual attention can be applied to any individual or even to individuals who have particular behavioral or mental health issues. Huge sums of money are invested on product package design. 3D eye tracking software technology improves this, especially for fast-moving consumer products. In contrast to other products on the shelves, this ensures that a product's box has eye-catching messaging. Eye tracking is utilized in this case to understand consumer preferences and design packages.

The COVID-19 pandemic brought several uncertainties leading to severe economic losses as various businesses across the world were on a standstill. The COVID-19 outbreak hindered the eye tracking industry's growth. The shutdown of significant consumer electronics, retail, automobile, and electronics industry had an effect on product demand. Similarly, 3D eye tracking software is used in self-driving vehicles in the automotive industry. Reduced demand in the automotive industries, as well as the closure of automotive assembly and manufacturing activities, reduced the 3D eye tracking software market growth during the pandemic. The key players profiled in this report include Eyeware Tech SA, Blink Technologies, Pupil Labs, SR Research Ltd., EYE SQUARE GMBH, EYETECH DIGITAL SYSTEMS, Gazepoint, Smarteye, Visage Technologies, and Tobii AB.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the 3d eye tracking software market analysis from 2021 to 2031 to identify the prevailing 3d eye tracking software market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the 3d eye tracking software market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global 3d eye tracking software market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Type

- Mobile Systems
- Remote Eye Tracking
- Tower-Mounted Eye Tracking

By Application

- Scientific Research
- Marketing and User Research
- Industry and Human Performance

By End-use Industry

- Consumer Devices
- Assistive Technology Solutions
- Others

- Retail

- Robotics

- Automotive

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

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- Germany
- UK
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- South Korea
- Australia
- Rest Of Asia-Pacific
- LAMEA
- Brazil
- Saudi Arabia
- United Arab Emirates
- South Africa
- Rest Of LAMEA
- Key Market Players
- Tobii Pro
- Gaze Intelligence
- iMotions
- ParallelDots, Inc.
- EyeTech Digital Systems
- Eyegaze
- Pupil Labs
- Gazepoint
- IntelliGaze
- Converus

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