

## 글로벌 AR 및 VR 디스플레이 시장, 2023-2029 전망 및 예측

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### 개요

전 세계 AR 및 VR 디스플레이 시장은 2022년에 X백만 달러로 평가되었으며, 예측 기간 동안 X%의 연평균 성장률로 2029년에 X백만 달러에 이를 것으로 예상된다. 시장 규모를 추정하며 코로나 19와 러시아-우크라이나 전쟁의 영향을 고려했다.

미국 시장은 2022년에 X백만 달러로 추정되며, 중국은 X백만 달러에 이를 것으로 예측된다.

AR 헤드 마운트 디스플레이 부문은 2029년까지 X백만 달러에 도달할 것이며, 향후 6년 내에 X% 연평균성장률을 보일 것이다.

AR·VR 디스플레이의 글로벌 핵심 제조사는 2022년 삼성전자, 소니, LG디스플레이, 이매진, 코핀, AU옵트로닉스, 재팬디스플레이, 바르코, BOE테크놀로지 등이며 글로벌 상위 5개 업체는 매출 비중이 약 X%에 달한다.

VR은 전체적인 몰입 경험을 수용하는 반면, AR은 사용자, 디지털 콘텐츠 및 실제 세계 간의 상호 작용을 촉진하여 시스루 기능을 유지하면서 가상 이미지를 표시한다

본 보고서는 AR 및 VR Display에 대한 글로벌 시장에 대한 종합적인 프레젠테이션을 양적, 질적 분석과 함께 제공하여 독자들이 비즈니스/성장 전략을 개발하고, 시장 경쟁 상황을 평가하고, 현재 시장에서 각 기업들의 위치를 분석하여 비즈니스 의사 결정을 내릴 수 있도록 돕는다. 이 보고서에는 다음과 같은 시장 정보를 포함하여 글로벌 AR 및 VR 디스플레이의 시장 규모 및 예측이 포함되어 있다:

글로벌 AR 및 VR 디스플레이 시장 매출, 2018-2023, 2024-2029, (백만 달러)

글로벌 AR 및 VR 디스플레이 시장 판매, 2018-2023, 2024-2029, (K 단위)

2022년 글로벌 상위 5대 AR·VR 디스플레이 기업(%)

MARKET MONITOR GLOBAL, INC(MMG)는 AR 및 VR 디스플레이 제조업체, 공급업체, 유통업체 및 업계 전문가를 대상으로 매출, 매출, 수요, 가격 변화, 제품 유형, 최근 개발 및 계획, 업계 동향, 시장추진요소, 도전 과제, 방해요소 및 잠재적 위험을 조사했다.

분류 별 시장:

유형별 글로벌 AR 및 VR 디스플레이 시장, 2018-2023, 2024-2029(백만달러) 및 (K 단위)

유형별 글로벌 AR 및 VR 디스플레이 시장 부문 비율(%)

AR 헤드 마운티드 디스플레이

VR 헤드 마운티드 디스플레이

글로벌 AR 및 VR 디스플레이 시장, 애플리케이션별, 2018-2023, 2024-2029(백만달러) 및 (K 단위)

활용별 글로벌 AR 및 VR 디스플레이 시장 부문 비율(%)

소비자용

상업용

제조업

의료용

항공우주 및 방위

그 외

글로벌 AR 및 VR 디스플레이 시장, 지역 및 국가별, 2018-2023, 2024-2029(\$백만) 및 (K 단위)

지역 및 국가별 글로벌 AR 및 VR 디스플레이 시장 부문 비율, 2022년(%)

북아메리카

미국

캐나다

멕시코

유럽

독일.

프랑스.

영국의.

이탈리아

러시아

북유럽 국가들

베네룩스

나머지 유럽 국가들

아시아

중국

일본

대한민국.

동남아

인도

나머지 아시아 국가들

남아메리카

브라질

아르헨티나

남아메리카의 나머지 국가들

중동 & 아프리카

튀르키예

이스라엘

사우디아라비아

아랍에미리트

나머지 중동 및 아프리카 국가들

## 경쟁업체 분석

이 보고서는 다음과 같은 주요 시장 참가자에 대한 분석도 제공한다:

주요 기업 AR 및 VR 디스플레이 글로벌 시장 매출, 2018-2023년(추정), (백만 달러)

주요 기업 AR 및 VR Display 매출 글로벌 시장 점유율, 2022년(%)

글로벌 시장 주요 기업 AR 및 VR 디스플레이 매출, 2018~2023년(추정), (K단위)

주요 기업 AR 및 VR 디스플레이 글로벌 시장 매출 점유율, 2022년(%)

또한 이 보고서는 시장에서 경쟁업체의 프로필을 제공하며, 주요 시장 참여자는 다음과 같다:

Samsung Electronics

Sony

LG Display

eMagin Corporation

Kopin Corporation

AU Optronics

Japan Display

Barco

BOE Technology

Syndiant

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<b>T</b> 02 561 1910 <b>F</b> 02 561 1920 <b>M</b> 010 9992 1910 <b>E</b> sales@sbdi.co.kr www.marketresearch.co.kr www.sbdi.co.kr	06177 서울특별시 강남구 영동대로 324, 8층 6호(대치동, 타워크리스탈빌딩) Suite 806, Tower Crystal bldg, 324, Yeongdong-daero, Gangnam-gu, Seoul, 06177, Korea



## AR and VR Display Market, Global Outlook and Forecast 2023-2029

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### **Summary**

The global AR and VR Display market was valued at US\$ million in 2022 and is projected to reach US\$ million by 2029, at a CAGR of % during the forecast period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

The U.S. Market is Estimated at \$ Million in 2022, While China is Forecast to Reach \$ Million.

AR HMDs Segment to Reach \$ Million by 2029, with a % CAGR in next six years.

The global key manufacturers of AR and VR Display include Samsung Electronics, Sony, LG Display, eMagin Corporation, Kopin Corporation, AU Optronics, Japan Display, Barco and BOE Technology, etc. in 2022, the global top five players have a share approximately % in terms of revenue.

VR embraces a total immersive experience, while AR promotes the interaction between user, digital contents, and real world, therefore displaying virtual images while remaining see-through capability. This report aims to provide a comprehensive presentation of the global market for AR and VR Display, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding AR and VR Display. This report contains market size and forecasts of AR and VR Display in global, including the following market information:

Global AR and VR Display Market Revenue, 2018-2023, 2024-2029, (\$ millions)

Global AR and VR Display Market Sales, 2018-2023, 2024-2029, (K Units)

Global top five AR and VR Display companies in 2022 (%)

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the AR and VR Display manufacturers, suppliers, distributors and industry experts on this industry, involving the sales, revenue, demand, price change, product type, recent development and plan, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global AR and VR Display Market, by Type, 2018-2023, 2024-2029 (\$ Millions) & (K Units)

Global AR and VR Display Market Segment Percentages, by Type, 2022 (%)

AR HMDs

VR HMDs

Global AR and VR Display Market, by Application, 2018-2023, 2024-2029 (\$ Millions) & (K Units)



Global AR and VR Display Market Segment Percentages, by Application, 2022 (%)

- Consumer
- Commercial
- Enterprise (Manufacturing)
- Healthcare
- Aerospace & Defense
- Others

Global AR and VR Display Market, By Region and Country, 2018-2023, 2024-2029 (\$ Millions) & (K Units)

Global AR and VR Display Market Segment Percentages, By Region and Country, 2022 (%)

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - France
  - U.K.
  - Italy
  - Russia
  - Nordic Countries
  - Benelux
  - Rest of Europe
- Asia
  - China
  - Japan
  - South Korea
  - Southeast Asia
  - India
  - Rest of Asia
- South America
  - Brazil
  - Argentina
  - Rest of South America
- Middle East & Africa
  - Turkey
  - Israel
  - Saudi Arabia
  - UAE

## Rest of Middle East & Africa

### Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies AR and VR Display revenues in global market, 2018-2023 (Estimated), (\$ millions)

Key companies AR and VR Display revenues share in global market, 2022 (%)

Key companies AR and VR Display sales in global market, 2018-2023 (Estimated), (K Units)

Key companies AR and VR Display sales share in global market, 2022 (%)

Further, the report presents profiles of competitors in the market, key players include:

Samsung Electronics

Sony

LG Display

eMagin Corporation

Kopin Corporation

AU Optronics

Japan Display

Barco

BOE Technology

Syndiant

### Outline of Major Chapters:

Chapter 1: Introduces the definition of AR and VR Display, market overview.

Chapter 2: Global AR and VR Display market size in revenue and volume.

Chapter 3: Detailed analysis of AR and VR Display manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: Sales of AR and VR Display in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space of each country in the world.

Chapter 7: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 8: Global AR and VR Display capacity by region & country.

Chapter 9: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

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