

Worldwide Augmented and Virtual Reality Spending Guide

The *Worldwide Augmented and Virtual Reality Spending Guide* examines the augmented reality/virtual reality (AR/VR) opportunity from a use case, technology, industry, and geography perspective. This comprehensive database delivered via IDC's Data and Analytics query tool allows the user to easily extract meaningful information about the AR/VR technology market by viewing data trends and relationships and making data comparisons.

MARKETS AND TECHNOLOGIES COVERED

- **3 technology groups with 16 technology categories:**
Hardware — AR host device, AR viewer, VR host device, and VR viewer; software — AR applications, AR — systems integration software, AR — tools/platforms, VR applications, VR — systems integration software, VR — tools/platforms; services — AR consulting services, AR custom application development, AR systems integration, VR consulting services, VR custom application development, and VR systems integration
- **84 use cases:** 360-degree educational video viewing (K-12 and postsecondary), anatomy diagnostic, architectural design, AR games, film and television amusement, film/feature production, augmented maintenance, internal videography, lab and field (K-12 and postsecondary), logistics and package delivery management, museum and gallery visiting, online retail showcasing, onsite assembly and safety, and collaboration, training
- **28 industries:** Banking, insurance, capital markets, healthcare payer, healthcare provider, life sciences, telecommunications, oil and gas, utilities, high tech and electronics, aerospace and defense, automotive, industrial and other manufacturing, chemicals, consumer goods, agriculture and fishing, mining, retail, software and information services, travel and transportation, hospitality and leisure, media and entertainment, engineering, construction and real estate, professional and personal services, education, federal/central government, and state/local government

GEOGRAPHIC COVERAGE

- **9 regions:** Asia/Pacific, Canada, Central and Eastern Europe, Japan, the Middle East and Africa, Latin America, China, the United States, and Western Europe

DATA DELIVERABLES

This spending guide is delivered on a semiannual basis via a web-based interface for online querying and downloads. The following are the deliverables for this spending guide. For a complete delivery schedule, please contact an IDC sales representative:

- Annual five-year forecasts by region, industry, use case, and technology delivered twice a year

KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What are the annual and compound annual growth rates for 2023-2028 for hardware, services, and software? For industries, use cases, and geographies?
2. What are the largest industry AR/VR use cases?
3. How do the technology category spending relationships differ by industry over the forecast period?
4. What are the shares of spending by region, use case, industry, and technology?
5. What will be the AR/VR market's total spending by industry and use case for 2023-2028?
6. Which use cases present the greatest annual growth opportunity for AR/VR?