

## Augmented Reality (AR) Industry Chain and AR Market Trend

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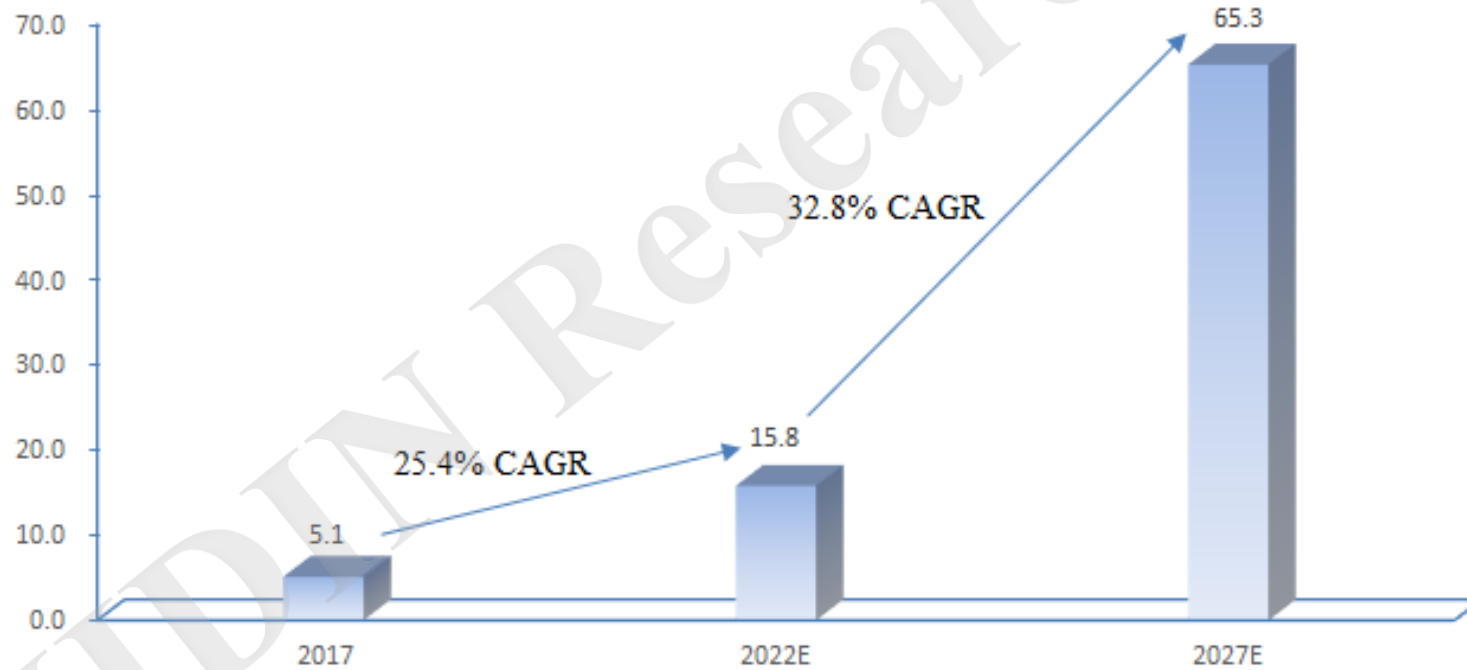
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## **Augmented Reality (AR) Industry Chain and AR Market Trend**

Augmented Reality (AR) is a technology that calculates the position and angle of camera images in real-time and adds the corresponding images. It is a new technology that "seamlessly" integrates the real world with the virtual world. AR technology requires a strong underlying computer algorithm technology architecture to support, mainly including interaction technology and visual technology respectively, to achieve user interaction with virtual objects, visual reality combination. The core components of AR devices include chips, sensors, optical modules, and display devices.

The global AR market size was USD 5.1 billion in 2017, growing to USD 15.8 billion in 2022, with a CAGR of 25.4% from 2017 to 2022. The global AR market size is expected to reach USD 65.3 billion in 2027, with a CAGR of 32.8% from 2022 to 2027.

## GLOBAL AR MARKET SIZE (BILLION USD) AND CAGR



AR products are in various forms, mainly including headwear, handheld, space display three categories.

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## Types of AR Products

Types	Description
Head-mounted display	Including helmet-type and AR glasses, which AR glasses with its lightweight, convenient advantages in recent years, widely attention. At the same time, AR technology can be combined with myopic lenses, which will hopefully develop into a personal "third screen" outside of cell phones and computers in the future.
Handheld display	It includes tablet, cell phone, handheld projection, etc. Currently, it is mainly used for AR changing of cell phone tablet, etc.
Space display	It includes display scenes such as exhibition halls and automotive HUDs, among which automotive HUDs are expected to usher in rapid development along with the technological breakthrough of AR products and the enhancement of the intelligent attributes of automobiles.

AR can be used in many scenarios such as industrial manufacturing, shopping, and integration with consumer electronics (smartphones, PC, TV, Tablet PC, etc.). The AR industry chain includes underlying technology architecture, core devices, content supply, and complete machine manufacturing. The following chart shows the whole map of the AR industry chain.

