Worldwide Augmented and Virtual Reality Spending Guide

AN IDC SPENDING GUIDE

The *Worldwide Augmented and Virtual Reality Spending Guide* examines the augmented reality (AR) and virtual reality (VR) opportunity from a use case, technology, industry, and geography perspective. This comprehensive database delivered via IDC's Customer Insights 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 Covered

This product covers the following segments of the AR/VR market:

- **9 regions:** United States, Canada, Japan, Western Europe, Central and Eastern Europe, Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **3 technology groups with 12 technology categories:** Hardware (AR host device, AR viewer, VR host device, and VR viewer), software (AR software and VR software), and services (AR consulting services, AR custom application development, AR systems integration, VR consulting services, VR custom application development, and VR systems integration)
- **47 use cases:** Including 360-degree educational video viewing (K–12 and postsecondary), anatomy diagnostic, architectural design, AR games, film and television amusement, film/feature production, industrial maintenance, internal videography, lab and field (K–12 and postsecondary), logistics and package delivery management, museum and gallery visiting, online retail showcasing, and onsite assembly and safety
- **20 industries:** Banking, insurance, securities and investment services, discrete manufacturing, process manufacturing, construction, resource industries, retail, wholesale, professional services, personal and consumer services, transportation, healthcare provider, federal/central government, state/local government, education, telecommunications, media, utilities, and consumer

Enabling Better Business Decisions Across the Organization

IDC Spending Guides provide the accurate and timely market size and forecast information you need to identify market and product expansion opportunities, increase revenue, and grow your business. IDC's Spending Guide research is a critical input to the planning and monitoring cycles of the business process. Common uses of the spending data include:

- Strategic planning
- IT planning and investments
- Customer segmentation
- Sales goals/target setting
- Resource allocation
- Product planning

Data Deliverables

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

Annual five-year forecasts by region, country, industry, use cases, and technology; delivered twice a year

About This Spending Guide

IDC's *Worldwide Augmented and Virtual Reality Spending Guide* provides guidance on the expected technology opportunity around this market at a regional level and a total worldwide level. Segmented by industry, use case, technology, and geography, this guide provides IT vendors with insights into both large and rapidly growing segments of the AR/VR market and how the market will develop over the coming years.

The Value of Subscribing to IDC Spending Guides
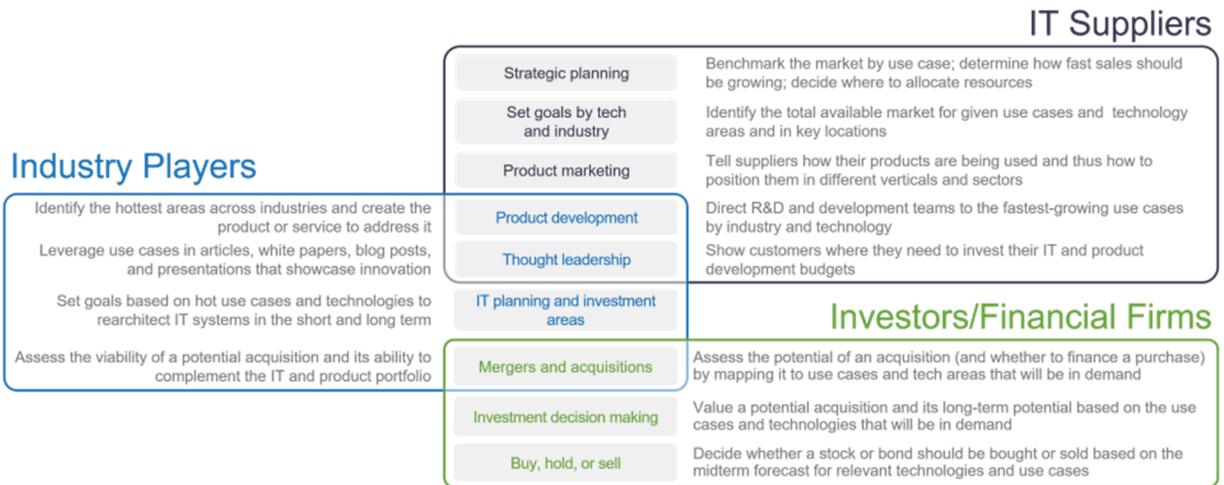
Source: IDC

How Customers Use Spending Guides to Pinpoint Opportunities

Source: IDC