



Digi-Capital™

Augmented Reality Report Q3 2020

Sample pages only

Contents

- COVID-19 Update 4
- AR Market 10
 - AR Platforms Revenue Forecast..... 17
 - AR Sectors Revenue Forecast 18
 - AR Appstore Category Revenue (IAP/Premium) Forecast 19
 - AR eCommerce Category Sales Forecast 21
 - AR Adspend Forecast 22
 - Enterprise AR (ex-Hardware) Revenue Forecast 23
 - AR Countries Revenue Forecast..... 24
 - AR Regional Revenue Forecast 27
- Mobile AR Software 28
 - Mobile AR Platforms Active Installed Base Forecast 28
 - Mobile AR Sectors Revenue Forecast 30
 - Mobile AR Appstore Category Revenue (IAP/Premium) Forecast..... 31
 - Mobile AR eCommerce Category Sales Forecast..... 33
 - Mobile AR Adspend Advertiser Industry Forecast..... 34
 - Mobile AR Enterprise Industry Sector Revenue Forecast..... 35
 - Mobile AR Countries Revenue Forecast 36
 - Mobile AR Regional Revenue Forecast 39
- Mobile AR Hardware..... 40
- Mobile AR Competitive Analysis 41
- Mobile AR Technical Benchmarks..... 42
- Smartglasses 43
 - Tethered Smartglasses..... 43
 - Standalone Smartglasses 43
 - Smartglasses Sales Forecast..... 45
 - Smartglasses Active Installed Base Forecast..... 46
 - Smartglasses Sectors Revenue Forecast..... 47
 - Smartglasses Appstore Category Revenue (IAP/Premium) Forecast..... 48
 - Smartglasses eCommerce Category Sales Forecast..... 50
 - Smartglasses Adspend Advertiser Industry Forecast..... 51

Smartglasses Enterprise (ex-Hardware) Industry Sector Revenue Forecast	52
Smartglasses Countries Revenue Forecast	53
Smartglasses Regional Revenue Forecast.....	56
Smartglasses Competitive Analysis.....	57
Smartglasses Technical Benchmarks.....	58