

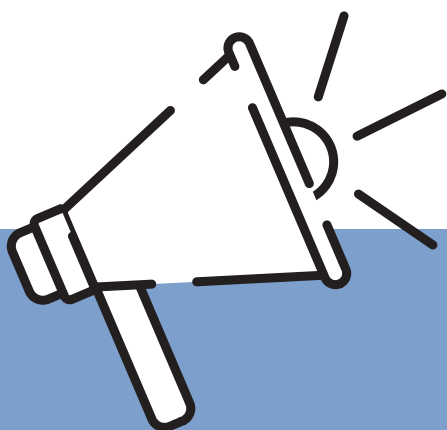
# **AR - The Phenomenal Future of Education Market**





## **AR - THE RISING PHOENIX**

Augmented Reality is the phenomenal bridge that can connect the reality to the virtual universe. The popularity of AR is exploding in the business industry. Particularly in the education sector; since AR enhances what we hear, see, and feel. AR markerless, projection-based AR, and superimposed AR are a few categories that will rule the technology and market effortlessly.



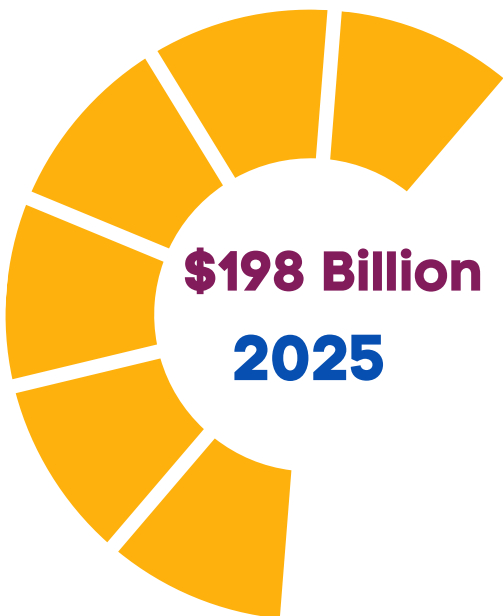
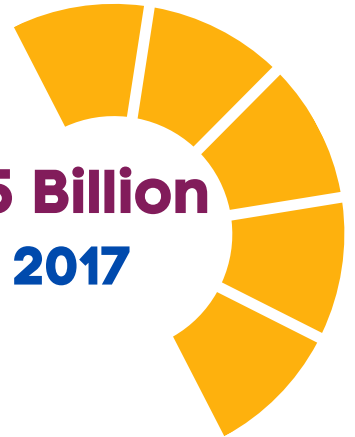
# GENERAL AR STATISTICS

The AR market is worth a purported \$3.5 billion

75% of 16-44 year old is aware of AR technology

Most AR users fall into the 16-34 age group

**\$3.5 Billion**  
**2017**



**\$198 Billion**  
**2025**

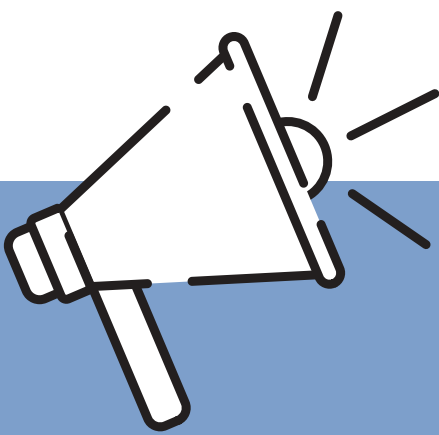
AR revenues will surpass VR revenues by 2020

AR spending is estimated to hit \$60 billion in 2020

The AR market is expected to reach \$70-\$75 billion in revenue by 2023

The expected revenue in the education industry by 2024 is more than

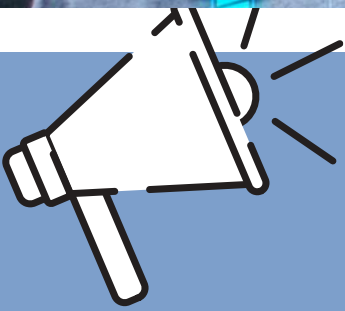
**\$ 7 Million**

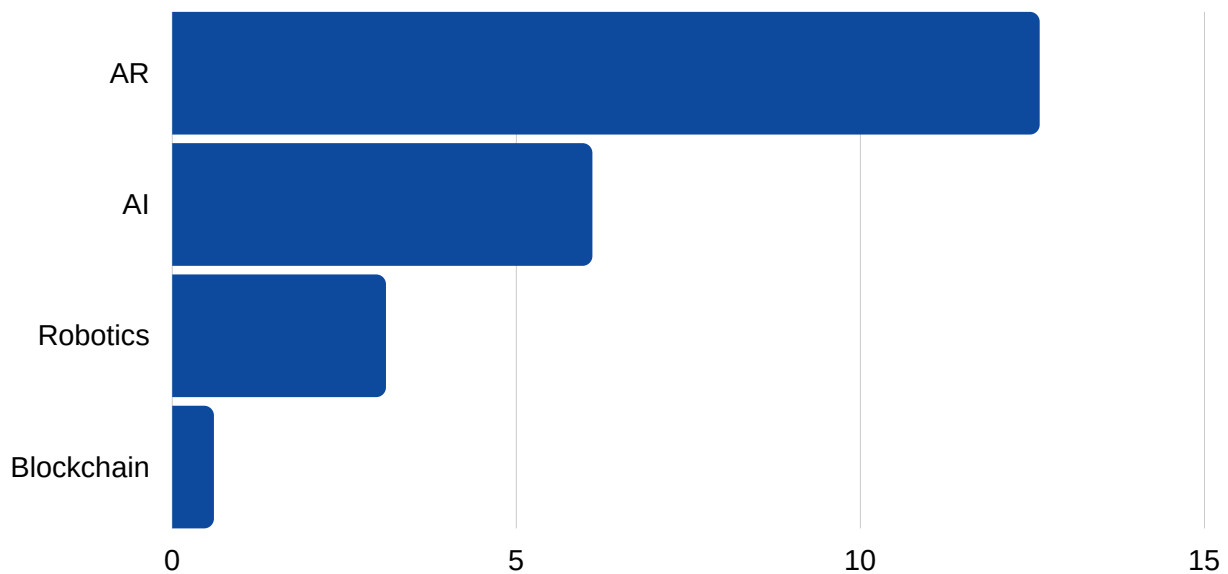




# THE ROLE OF AR IN THE EDUCATION

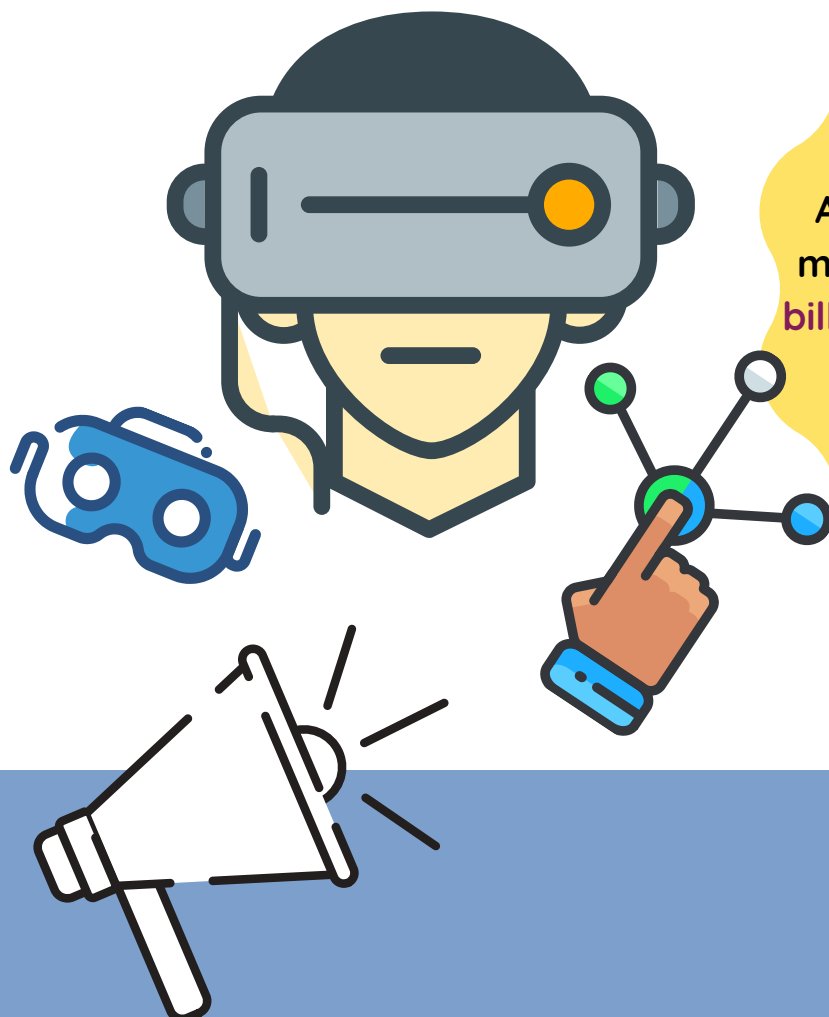
Augmented Reality made learning more convenient and realistic. The advantages of AR in the education field have proved way back. AR helps the students acquire, process, and remember information quickly. It also helps the students to understand their surroundings in a better way. Moreover, the use of AR in the educational sector would help the students and teachers to be more creative.





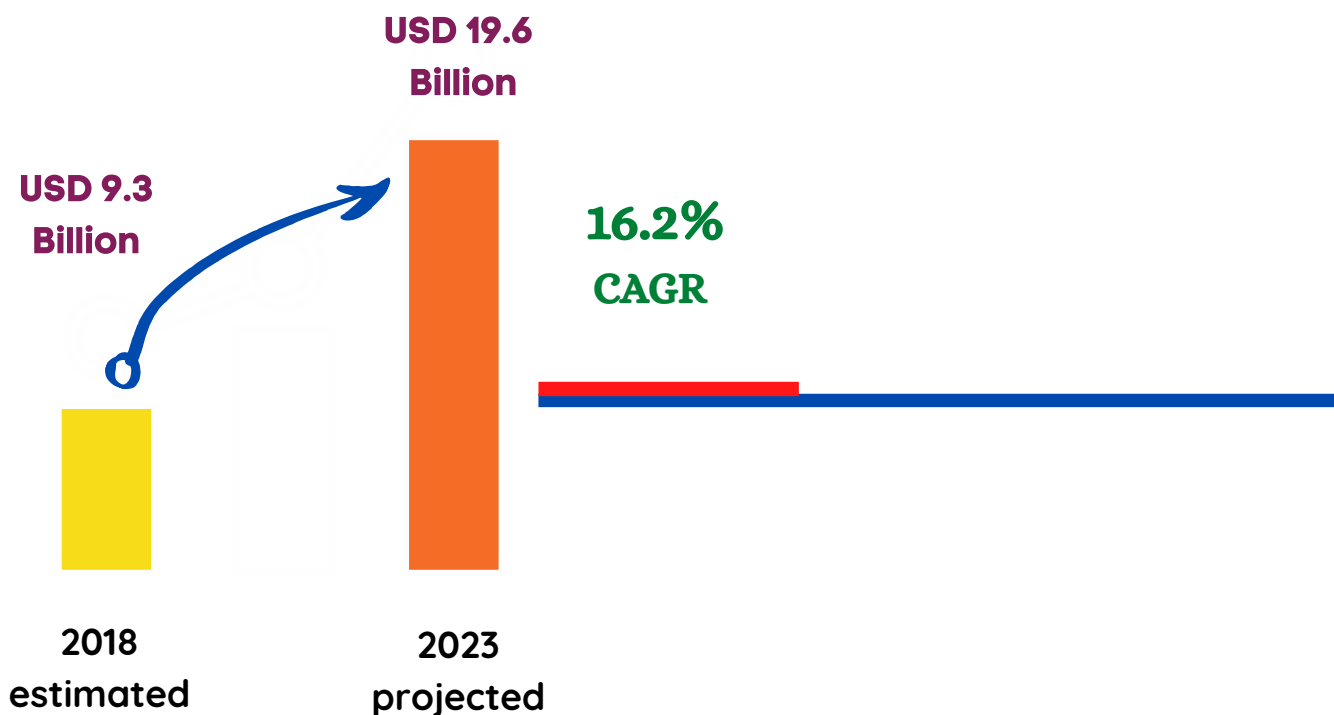
### Global Education Technology Expenditure 2025 (USD billion)

In fact, our brains process visuals 60,000 times faster than texts. 90% of the information broadcasted to the brain by our senses, happens to be visual in nature.



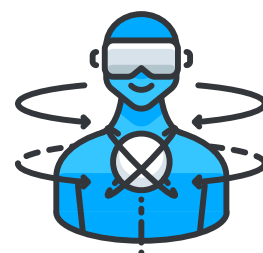
According to the forecast, the AR market is expected to reach **\$60.55 billion** by 2023, growing at a CAGR of **40.29%**

# OPPORTUNITIES IN THE EDUCATION MARKET

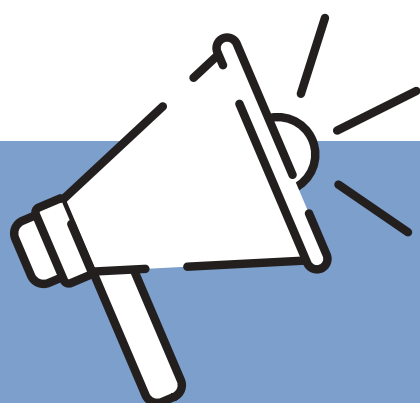


The global AR education market size is expected to grow from USD 9.3 billion in 2018 to USD 19.6 billion by 2023, at a CAGR of 16.2% during the forecast period.

The increasing need for offering personalized learning experience and the rising adoption of training solutions in the corporate landscapes are expected to drive the market growth during the forecast period.



All developed and developing countries will make the optimum use of AR in the upcoming years.



# AR - THE REAL FUTURE OF EDUCATION MARKET

More than 53% of the students prefer an online textbook over a real textbooks. Most of the Edtech companies are investing in Augmented Reality to get better hold in the market. The education market is awaiting 68.6 million AR devices in the world by 2023.

## EMERGING CLASSROOM APPLICATIONS OF AR



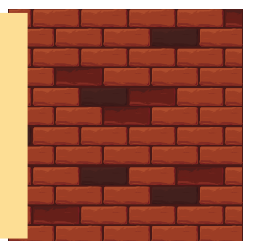
Home work  
Mini-Lessons



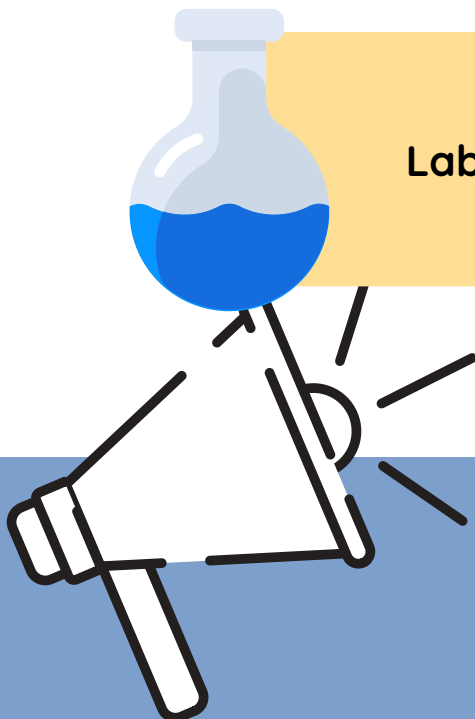
Yearbooks



Book Reviews



Word Walls



Lab Safety



Sign Language  
Flashcards



Undoubtedly we can say the AR technology is going to conquer the education market shortly. The acceptance of AR in the education industry is proliferating each instant. Since the quality of education through AR is relatively very high. The traditional way of teaching wouldn't work with the new generation. Thus the utility of AR technology will effortlessly grow. It is prime time for marketers to get in touch with the AR professionals and hardware developers to promote marketing.

