

Worldwide mobile AR revenues will more than double by 2027

Article

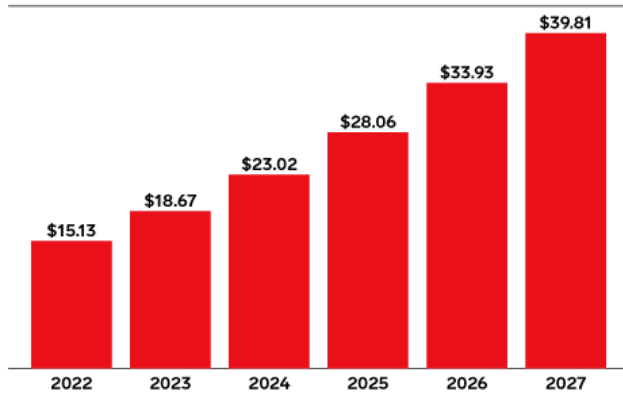
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Worldwide mobile AR revenues will more than double from \$18.67 billion this year to \$39.81 billion in 2027, per ARtillery Intelligence. These figures encompass revenues from both consumer and enterprise applications, such as productivity software, advertising/marketing

applications, consumer spending on in-app purchases and premium apps, entertainment and games development, and retail/ecommerce enablement software.

Mobile AR Revenues Worldwide, 2022-2027

billions



Note: consumer and enterprise applications; includes productivity software, advertising/marketing, consumer spending on in-app purchases & premium apps, entertainment & games development, and retail/ecommerce enablement software
Source: ARtillery Intelligence, "Mobile AR Global Revenue Forecast, 2022-2027" as cited in press release, March 20, 2023

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Beyond the chart: AR advertising revenues worldwide this year will bring in \$3.50 billion, 18.8% of total AR revenues, according to ARtillery Intelligence, as cited in our **"US AR Users 2023"** report. But that's just 0.7% of total mobile ad revenues worldwide, indicating there's plenty of room for growth.

Snapchat Lenses has the biggest share of mobile AR ad revenues, raking in \$1.51 billion this year compared with Meta's \$730 million, per ARtillery Intelligence. Though just 12.4% of US adults use AR for shopping, according to our forecast, **Snap is forging ahead with its AR commerce offerings**, partnering with retailers like Amazon, Goodr, Princess Polly, and Gobi Cashmere to offer virtual try-on options.

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