**iPhone 12 Will Supercharge Mobile AR in 2021**

Before the iPhone 12 was released, AR advertising grew from about half a billion dollars in global revenues in 2019 to $1.41 billion this year, according to information from AR research firm ARtillery Intelligence. Driven by social media advertising, such as Snapchat Lenses—and strong results for brand advertisers—that figure should surpass $8 billion by the end of 2024.

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[*https://www.emarketer.com/content/iphone-12-will-supercharge-mobile-ar-2021?ecid=NL1001*](https://www.emarketer.com/content/iphone-12-will-supercharge-mobile-ar-2021?ecid=NL1001)

*Image credit:*

[*https://cdn.wccftech.com/wp-content/uploads/2020/05/iPhone-12-5.jpg*](https://cdn.wccftech.com/wp-content/uploads/2020/05/iPhone-12-5.jpg)