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Global Virtual Mirror Market

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Abstracts

The global market for virtual mirror is expected to grow from $12 billion in 2026 and is projected to reach $20.2 billion by the end of 2031, at a compound annual growth rate (CAGR) of 10.9% during the forecast period of 2026 to 2031.

Report Scope

The report analyzes the virtual mirror market across various segments, including components, technology, and end users, offering insights into key trends and growth drivers. The study focuses on components of virtual mirrors, such as software (cloud and on premises), hardware, and services. These virtual mirrors are designed to utilize various technologies, including 3D augmented reality (AR), virtual reality (VR), photo-accurate virtual fitting room (VFR), and 3D body scanning. The report also highlights the market split by end users of the virtual mirrors, including apparel, eyewear, beauty and cosmetics, and footwear.

The report also provides a comprehensive regional analysis covering North America, Europe, Asia-Pacific, Latin America, and the Middle East and Africa. It evaluates the drivers, challenges, and emerging trends, while highlighting innovations in virtual mirror and virtual try-on (VTO) technologies. The study concludes with an analysis of major companies in the market and their offerings. The base year for the study is 2025, with projections for the years 2026 through 2031, including compound annual growth rate (CAGR) for the forecast period.

Report Includes

41 data tables and 40 additional tables

An overview of the global market for virtual mirror technologies and applications

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Analyses of global market trends, with market revenue data for 2025 as the base year, estimates for 2026, forecasts for 2028, 2030 and projection of CAGR through 2031

Estimates of market size and revenue forecasts for the global virtual mirror market, along with analysis of market trends and growth drivers

Analysis of the global virtual mirror market by component, technology, end user and geographic region

Insights derived from the Porter’s Five Forces model, as well as analysis of patents, emerging trends and new developments in the industry

Facts and figures about the global market dynamics, emerging technologies, the impact of macroeconomic factors and a competitive landscape

Profiles of leading companies, including Perfect Corp., ModiFace Inc. (L'Or?al), FittingBox, MemoMi Inc., and FXGear Inc.

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Company Profiles
AUGLIO
BANUBA
DIGITALDM
FITTINGBOX
FXGEAR INC.
HOLITION
METAIL
MIRRAR
MODAKA TECHNOLOGIES PVT. LTD.
MODIFACE
MY SIZE INC.
PERFECT CORP.
SIZEBAY
VIRTUSIZE
ZUGARA INC.

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