

# **Global Smart-Mirror Market Size study & Forecast, by Installation Type (Wall Mounted, Free-Standing), by Application (Residential, Commercial), by Distribution Channel (Online, Offline) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Smart-Mirror Market is valued at approximately USD 514.6 million in 2022 and is anticipated to grow with a healthy growth rate of more than 8.8% during the forecast period 2023-2030. A Smart Mirror is a two-way mirror with a display embedded into the glass. The mirror's surface, enable features , such as weather forecast, current time, news feed, upcoming appointments, and more. The Smart-Mirror Market is expanding because of factors such as placing Smart-Mirrors in a variety of commercial settings, for example, shopping malls, Salons and spas, Fitness and dance centers helps in improving client experience, use of advanced technology such as computer vision, virtual reality, and augmented reality in modern day smart mirrors further increases its functionality, adoption of smart mirrors in the automotive sector is also expected to drive the market.

Smart mirrors are becoming more and more popular in the retail sector as they allow customers to virtually try on clothing, accessories, and makeup. This creates an immersive shopping experience for customers. In addition, smart mirrors can display product details, special offers, and customized commercials, giving customers an interactive and interesting experience that boosts acceptance and expands the market. Furthermore, people all around the world are actively seeking customized and personalized experiences in several parts of their everyday lives, such as personal grooming and home decor. Smart mirrors meet this demand by allowing users to set display preferences, illumination, and other features, as well as providing personalized wellness, fashion, and beauty recommendations. For example, In February 2022,

MySize, an AI solutions company, has launched an interactive smart mirror FirstLook for integration into real commercial stores. The FirstLook Smart Mirror boasts a mirror-like touch display and advanced features such as an interactive 3D try-on experience, style recommendation system and a third-party POS. This improves the whole purchasing experience for customers. Furthermore, demand for smart mirrors is predicted to rise in developing countries as residents increasingly adopt smart home devices and commercial centers are beginning to install automated devices on their premises. In addition, the increased demand for environmentally friendly and energy-efficient smart mirrors that use less energy or electricity is expected to create considerable market opportunities in the upcoming years. However, smart mirrors are regularly linked to cameras, sensors, and connectivity features, creating concerns about user security and privacy. Smart mirrors collect and analyze personal data, which, if not managed properly and securely, can lead to unauthorized access or privacy violations. Such considerations make it vital for users to gain trust in such products, limiting consumer adoption of smart mirrors thus stifling overall market growth.

The key regions considered for the Global Smart-Mirror Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The region's dominance can be ascribed to a rise in smart technology adoption, coupled with a growing customer preference. With real-time information display, seamless virtual assistant interaction, and customizable features, they appeal to North American families. As e-commerce expands, the industry is set to benefit, anticipating further growth through innovation and widespread integration of advanced technology in smart mirrors across the distribution chain. Asia Pacific is expected to grow significantly over the forecast period, the strong presence of key manufacturers and technical breakthroughs in countries such as China, Japan, and South Korea are driving the growth of the Asia Pacific Smart Mirror Market. These countries are known for their technological and electronic innovation, allowing for the development and deployment of cutting-edge smart mirror solutions.

Major market player included in this report are:

Electric Mirror, Inc.

AVIS Electronics company

Foshan Eterna Intelligent Bathroom Co., Ltd.

Reflectel

LumiDesign Inc.

Evervue USA Inc.

Magna International Inc.

Gentex Corp.

Japan Display Inc.

Ficosa International S.A

#### Recent Developments in the Market:

In June 2023, Gentex Corp outfitted Peugeot's all-new 9X8 Hybrid Hypercar with a sophisticated rear vision system intended to optimize the vehicle's rearward perspective for the upcoming 24 Hours of Le Mans and the F?d?ration Internationale de l'Automobile (FIA) World Endurance Championship (WEC). Peugeot Sport and Gentex collaborated to implement a cutting-edge digital rearview mirror that improves the driver's visibility and situational awareness during the race. The device is a race-ready variant of Gentex's Full Display Mirror (FDM), a computerized rearview mirror seen in over 90 passenger vehicles worldwide. The technology uses a rear-facing camera to collect footage.

In February 2022, MySize introduced the "FirstLook" smart mirror, which has a mirror-like touch display and improves the shopping experience of consumers in real locations by offering a contactless checkout procedure.

In February 2023, Magna declared that it would invest about USD 470 million to expand its business activities throughout Ontario, Canada. A new battery enclosures factory in Brampton, Ontario, which supports the Ford F-150 Lightning and upcoming Original Equipment Manufacturer (OEM) programs, is compromised by the growth.

#### Global Smart-Mirror Market Report Scope:

Historical Data – 2021 - 2022

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Installation Type, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Installation Type:

Wall Mounted

Free-Standing

By Application:

Residential

Commercial

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

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