

Global Virtual Mirror Market Size study, by Component (Software, Hardware and Services), by Deployment (Cloud and On-premises), by Technology (3D Body Scanning Photo Accurate VFR, 3D Augmented Reality & Virtual Reality and Others), Industry (Retail and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Virtual Mirror Market to reach USD XX million by 2027.

Global Virtual Mirror Market is valued approximately at USD XX Million in 2020 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2021-2027. A virtual mirror is a device that displays a user's own image on a screen as if that screen is a mirror. This technology is used in online shopping and in-store shopping to show people how an apparel, handbag and other would suit them. Growing sale of fashion products on e-commerce platforms is pushing the need for virtual trial of the product on e-commerce platforms. Wide use of virtual exterior mirror in automotive sector owing to better viewing experience and rising number of fashion stores across the world are creating demand for virtual mirrors. According to Statista, apparel, footwear and accessories retail e-commerce revenue in United States, reached USD 110602 million in 2020 from USD 102542 million in 2019. Furthermore, new product launch and increased preference for hygiene for cosmetics and other retail items are expected to fuel demand for the virtual mirror in coming years. In June 2020, My Size Inc., launched Sweet Fit, an interactive virtual mirror. This mirror is equipped with augmented reality as it scans a human figure and display a virtual outfit. However, high cost of virtual mirror coupled with expensive maintenance may hinder the growth during forecast period.

Among Asia Pacific, North America, Europe, Latin America, and Rest of the World, North America is dominating the world market in terms of revenue, owing to presence of large retail brands and wide adoption by prominent automotive manufacturers. Whereas, Europe is expected to show significant growth rate during forecast period, due to growing adoption of virtual mirrors among retail and hospitality verticals.

Major market player included in this report are:

Cisco Systems, Inc.

Coitor IT TTech

FittingBox SA

Icon Multimedia, SI

INDE

SenseMi ViuBox

Terawe Corp.

Textronics. Inc.

Virtoal

Virtual On Ltd

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Product Type:

Software

Hardware

Services

By Deployment:

Cloud

On-premises

By Technology:

3D Body Scanning

Photo Accurate VFR
3D Augmented Reality & Virtual Reality
Others
By Industry:
Retail
Others

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
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Virtual Mirror Market in Market Study:

Global Virtual Mirror Market Size study, by Component (Software, Hardware and Services), by Deployment (Cloud...

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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