

# Global AR in Retail Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global AR in Retail market size will reach 3,416.86 Million USD in 2025 and is projected to reach 13,035.69 Million USD by 2032, with a CAGR of 21.08% (2025-2032). Notably, the China AR in Retail market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

AR (augmented reality) in retail refers to the use of technology to superimpose virtual information onto the real-world shopping experience. This can include features like virtual try-ons, product visualization, and in-store navigation tools that allow customers to get a sense of what products look like or how they might function in a specific space. AR in retail is intended to provide customers with a more immersive, engaging, and convenient shopping experience.

The major global suppliers of AR in Retail include Google, PTC, Apple, Microsoft, Wikitude, DAQRI, Zugara, Blippar, Marxent Labs, Augment, ViewAR, Holition, Ikea, Sephora, Amazon, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited

market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of AR in Retail. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global AR in Retail market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the AR in Retail market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of AR in Retail industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of AR in Retail Include:

Google

PTC

Apple

Microsoft

Wikitude

DAQRI

Zugara

Blippar

Marxent Labs

Augment

ViewAR

Holition

Ikea

Sephora

Amazon

AR in Retail Product Segment Include:

Marker-based Augmented Reality

Marker-less Augmented Reality

AR in Retail Product Application Include:

E-commerce

Physic Stores

## **Chapter Scope**

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