

Virtual Reality and Augmented Reality in Retail - Fad or Future?

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Abstracts

2016 marks the return of virtual reality to the public sphere, alongside burgeoning augmented reality. Both technologies offer an entertaining escape from our everyday reality and as such, have generated a great deal of interest. Gaming is the main avenue, but many are predicting more widespread influence, including within retail. This report goes through the state of the new technology as of 2016, its potential impact on retail, and how brands might engage consumers in a new way.

Euromonitor International's Virtual Reality and Augmented Reality in Retail - Fad or Future? global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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Practical Considerations for implementation

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