

# Global AR in Retail Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global AR in Retail market size was valued at USD 1907.4 million in 2023 and is forecast to a readjusted size of USD 6498.9 million by 2030 with a CAGR of 19.1% during review period.

Augmented reality (AR) in retail refers to a technology that enables integration of digital information with the users environment in real time through devices such as smartphone or tablet. The need to provide enhanced customer experience, increase in internet penetration, and rise in IoT spending fuel the demand for augmented reality in the retail market.

Based on the system, there are two mainly systems of AR in Retail, including Virtual Fitting Room and Visualizing Software. And Visualizing Software is the main system for AR in Retail, and the Visualizing Based on the application, there are two mainly application s of AR in Retail, including E-commerce and Physic Stores. And E-commerce is the main application for AR in Retail, and the E-commerce reached a market size of approximately 750 million USD in 2019, with 62.58% % of global market size. AR in Retail allows companies to significantly increase online conversion rate and reduce returns rate of products. Most of AR options provide extra information and personal customization that does not only preview product but also help customers ensure that they like it. The ability to visualize a virtual representation of products in 3D, to scale and in their intended environment, enables shoppers to make better judgments, removing the need to measure and verify dimensions. Once they have made their determinations, they may either buy directly online or go to the store to complete their purchase. Not only does this eliminate a point of friction between the consumer viewing and buying the product, but it also maximizes the probability of them being satisfied with their purchase once received, decreasing the number of returned products. Software

reached a market size of approximately 734 million USD in 2019, with 61.19% of global market size. Augmented reality can help online retailers significantly reduce returns by providing an engaging 'try-before-you-buy' digital experience. Innovative AR solutions allow customers to visualise products in real time, from the comfort of their own homes. Full 3D visualisations give the opportunity for shoppers to see how products could look in their space before they commit to purchase, reducing the temptation to order multiple items to try out before choosing one and returning the others, a practice that is increasingly common.

The Global Info Research report includes an overview of the development of the AR in Retail industry chain, the market status of E-commerce (Virtual Fitting Room, Visualizing Software), Physic Stores (Virtual Fitting Room, Visualizing Software), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of AR in Retail.

Regionally, the report analyzes the AR in Retail markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global AR in Retail market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the AR in Retail market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the AR in Retail industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Virtual Fitting Room, Visualizing Software).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the AR in Retail market.

**Regional Analysis:** The report involves examining the AR in Retail market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the AR in Retail market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to AR in Retail:

**Company Analysis:** Report covers individual AR in Retail players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards AR in Retail. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (E-commerce, Physical Stores).

**Technology Analysis:** Report covers specific technologies relevant to AR in Retail. It assesses the current state, advancements, and potential future developments in AR in Retail areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the AR in Retail market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

AR in Retail market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

## Market segment by Type

by System

Virtual Fitting Room

Visualizing Software

by Technology

Marker-based Augmented Reality

Marker-less Augmented Reality

Market segment by Application

E-commerce

Physic Stores

Market segment by players, this report covers

Google

PTC

Apple

Microsoft

Wikitude

DAQRI

Zugara

Blippar

Marxent Labs

Augment

ViewAR

Holition

Ikea

Sephora

Amazon

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AR in Retail product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AR in Retail, with revenue, gross margin and global market share of AR in Retail from 2019 to 2024.

Chapter 3, the AR in Retail competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and AR in Retail market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AR in Retail.

Chapter 13, to describe AR in Retail research findings and conclusion.

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