

Global Augmented Reality in Retail Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Scope of the Report:

This report studies the Augmented Reality in Retail market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Augmented Reality in Retail market by product type and applications/end industries.

Augmented reality 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 global Augmented Reality in Retail market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Augmented Reality in Retail.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Atracsys

Augmented Pixels

Blippar

COSY

liateR

Google

Holition

Infinity AR

NavVis

Quytech

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Hardware

Software

Market Segment by Applications, can be divided into

Department Store

Supermarket

Specialty Stores

Malls

Others

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