

Ambient Commerce Market Size, Share & Trends Analysis Report By Component (Sensors, Cameras), By End-use (Department Stores, Supermarkets), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Ambient Commerce Market Growth & Trends

The global ambient commerce market size is expected to reach USD 65.82 billion by 2030, expanding at a CAGR of 33.6% from 2022 to 2030, according to a new report by Grand View Research, Inc. Ambient commerce helps retailers streamline their shops by automizing their checkout processes. Ambient commerce uses various advanced technologies to completely automate the customer shopping experience.

Businesses and retailers are putting a strong emphasis on leveraging the latest technologies such as Artificial Intelligence (AI), Machine Learning (ML), and the Internet of Things (IoT). Retailers are integrating these technologies into their operations to automate and streamline their business processes and offer customers a rich shopping experience. Ambient commerce provides contactless shopping options to customers, thereby driving the market.

Ambient commerce technology tracks shelf and storage data in a store by tracking the movement of products or customers. Due to this, it provides retailers with automated data, helping them in product restocking and warehouse management. The shelf data in retail stores provided by ambient commerce streamlines the supply chain of retail stores, which is driving its adoption among retailers.

The COVID-19 pandemic has highlighted the need for updating traditional business models to sustain the changing business environment. Moreover, the growing consumer preference for contactless and quick shopping methods during the pandemic is driving the adoption of ambient commerce. Retailers are adopting advanced technologies such as ambient products to entice consumers to shop from brick-and-mortar stores instead of online shopping, which bodes well for the market growth.

Ambient Commerce Market Report Highlights

The cameras segment is expected to witness significant growth over the forecast period. Cameras capture the movements of customers to identify which products they have bought from the shelves and which they have put back. Cameras play a significant role in ambient commerce in automating the checkout process, thus driving the segment

The supermarkets segment is expected to witness the fastest growth over the forecast period. Supermarkets are implementing new technologies to offer a contactless shopping experience owing to the recent outbreak of the COVID-19 virus. Supermarkets are adopting contactless payments, outdoor payment terminals, self-checkout, and ambient commerce to drive the digital transformation of retail stores. The growing adoption of ambient shopping is fueling the growth of the segment

Asia Pacific is anticipated to emerge as the fastest-growing region over the forecast period owing to a broader customer base and a substantial number of key players and innovators in the region. Additionally, countries such as China, Japan, and South Korea are adopting new technologies to automate their retail business processes, which, in turn, bodes well for the regional market growth

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