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Augmented Reality In E-Commerce Market Size, Share & Trends Analysis Report By Component (Hardware, Software), By Display (HMD (Head-Mounted Display), Smart Glass, Head-up Display (HUD), Handheld Devices), By Application, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The global augmented reality in e-commerce market size was estimated at USD 5,878.8 million in 2024 and is expected to grow at a CAGR of 35.8% from 2025 to 2030. The market growth is primarily driven by the increasing demand for immersive online shopping experiences.

The widespread adoption of smartphones and AR-enabled devices is making AR more accessible to both consumers and retailers. Significant investments by e-commerce giants and tech companies in AR infrastructure and platforms are accelerating market expansion. The rising consumer preference for personalized and interactive shopping is encouraging brands to deploy AR-based product visualization tools. The integration of AR with social media and influence-driven e-commerce is reshaping how consumers discover and interact with products online, further contributing to the growth of augmented reality in e-commerce market.

The increasing focus on enhancing customer experience and reducing product return rates is significantly influencing the augmented reality in e-commerce market. Retailers

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are adopting AR tools that allow customers to visualize products in real time, such as trying on clothes, previewing furniture in their space, or seeing how makeup looks on their face. This capability improves buyer confidence and satisfaction, thereby reducing the likelihood of returns and enhancing operational efficiency across e-commerce platforms, thus driving growth in the augmented reality in e-commerce industry.

In addition, the rapid advancement and affordability of AR-enabled smartphones and devices are contributing to the growth of the augmented reality in e-commerce market. AR features become standard in mid-range and premium devices, and more consumers gain access to these immersive experiences. This trend is further supported by improvements in mobile processors and 5G connectivity, which allow for smoother and more responsive AR applications, further fueling the augmented reality in e-commerce market.

Furthermore, the integration of augmented reality into social commerce is accelerating the expansion of the AR in e-commerce market. Platforms such as Instagram, Snapchat, and TikTok increasingly offer AR-powered try-on and product interaction features. Influencers and brands are leveraging these tools to promote products in a more engaging and interactive manner, thereby driving higher conversion rates and brand loyalty among younger demographics.

Moreover, the increasing investment from major technology companies and retailers in AR software development and infrastructure is fueling market growth. Companies are creating proprietary AR platforms, Software Development Kits (SDKs), and Application Programming Interfaces (APIs) to enhance functionality and provide seamless integration across various devices and applications. These strategic initiatives are enabling scalable and cost-effective deployment of AR solutions, thereby supporting widespread adoption across the e-commerce landscape.

Global Augmented Reality In E-Commerce Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technological trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the augmented reality in e-commerce market report based on component, display, application, and region:

Component Outlook (Revenue, USD Million, 2018 - 2030)

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Hardware

Software

Display Outlook (Revenue, USD Million, 2018 - 2030)

HMD (Head-Mounted Display)

Smart Glass

Head-up Display (HUD)

Handheld Devices

Application Outlook (Revenue, USD Million, 2018 - 2030)

Virtual Try-On Solutions

Product Visualization

AR Advertising and Marketing

Personalized Shopping Experience

Virtual Showrooms

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

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- Europe
  - UK
  - Germany
  - France
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
- Latin America
  - Brazil
- Middle East & Africa
  - Saudi Arabia
  - South Africa
  - UAE

Companies Mentioned

Google LLC
Inter IKEA Systems B.V.
Apple Inc.
Meta Platforms, Inc.

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Amazon.com, Inc.
Snap Inc.
Microsoft
Houzz Inc.
L'Or?al Paris
Shopify Inc.

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