

# Smart Mirror Market Size, Share & Trends Analysis Report By Application (Residential, Commercial), By Installation Type (Wall-mounted, Free-standing), By Distribution Channel (Online, Offline), And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/S34F2400F8E9EN.html>

Date: November 2022

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: S34F2400F8E9EN

## Abstracts

This report can be delivered to the clients within 5 Business Days

### Smart Mirror Market Growth & Trends

The global smart mirror market size is estimated to reach USD 1.01 billion in 2030 and is expected to grow at a CAGR of 8.8% from 2022 to 2030, according to a new report by Grand View Research, Inc. One of the primary reasons propelling the growth of the industry is the increase in demand for connected devices across the globe. The retail sector's growing need for smart mirrors is being driven by developments in Artificial Intelligence (AI), gesture recognition technology, Augmented Reality (AR), and connected devices. Smart mirrors also known as intelligent mirrors, mirror TVs, magic mirrors, and interactive mirrors, are gaining a competitive market share owing to their increasing adoption in commercial spaces and the hospitality industry.

Furthermore, the growing use of smart technology by individuals throughout the world is anticipated to fuel the growth of the industry. Established brands have been enhancing their product portfolios and launching innovative marketing strategies to gain traction and increase consumer engagement with the brand. For instance, in May 2021, S?ura a U.S.-based designer technology company introduced high-tech illuminated mirrors for a wide range of applications including residential and hospitality use. The wall-mounted smart mirror segment held the largest revenue share in 2021. New product launches in wall-mounted installation types by manufacturers are likely to bode well with the

segment growth.

Top private players including Electric Mirror, Inc., Evervue USA Inc., and MirrorMedia Ltd. primarily offer smart mirrors with the wall-mounted installation type. The wall-mounted segment is projected to register the fastest growth rate during the forecast period. The offline distribution channel segment led the industry in 2021. The broadening of offline distribution channels has led to the easy availability of smart mirrors to consumers, which is the primary driver augmenting segment growth. Electronic stores and independent retailers emerged as the key distribution channel for smart mirror brands on account of their large distribution network, goodwill, and huge customer base.

North America is likely to register the fastest CAGR during the forecast period. Increasing product launches by regional manufacturers in countries, such as the U.S. and Canada, through various e-commerce channels and company websites, are the key factors promoting the adoption of smart mirrors in the region. Furthermore, the adoption of smart homes in the U.S. reached 32% of all households in 2018, according to the 2019 data provided by the Housewares Organisation. Major players face intense competition from each other, as some of them operate at several locations and have large customer bases. The presence of many small-scale players is also leading to increased competition in the industry.

### Smart Mirror Market Report Highlights

The wall-mounted segment is expected to grow at the fastest CAGR from 2022 to 2030 due to the growing demand for wall-mounted smart mirrors from the residential and commercial sectors

The commercial segment is expected to grow at the fastest CAGR from 2022 to 2030. Key companies in the industry are launching new products with innovative designs and sizes, specifically for the hospitality and commercial sectors. This drives the segment growth

The offline distribution channel segment held the maximum revenue share in 2021. However, the online distribution channel segment is expected to register the fastest CAGR during the forecast period

North America was the largest region in 2021 and is projected to expand further at a higher CAGR from 2022 to 2030

This can be attributed to the rising disposable income and increasing consumers' inclination toward smart homes in the U.S.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Installation Type Outlook
- 2.3. Application Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Regional Outlook

### **CHAPTER 3. SMART MIRROR MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis – Porter's
    - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Smart Mirror Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Smart Mirror market

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. SMART MIRROR MARKET: INSTALLATION TYPE ESTIMATES & TREND ANALYSIS**

- 5.1. Installation Type Movement Analysis & Market Share, 2021 & 2030
- 5.2. Wall-Mounted
  - 5.2.1. Wall-mounted smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Free-Standing
  - 5.3.1. Free-standing smart mirror market estimates and forecast, 2017 - 2030 (USD Million)

## **CHAPTER 6. SMART MIRROR MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

- 6.1. Application Movement Analysis & Market Share, 2021 & 2030
- 6.2. Residential
  - 6.2.1. Residential smart mirror application market estimates and forecast, 2017 - 2030 (USD Million)
- 6.3. Commercial
  - 6.3.1. Commercial smart mirror application market estimates and forecast, 2017 - 2030 (USD Million)

## **CHAPTER 7. SMART MIRROR MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 7.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030
- 7.2. Online
  - 7.2.1. Market estimates and forecast, through online, 2017 - 2030 (USD Million)
- 7.3. Offline
  - 7.3.1. Market estimates and forecast, through offline, 2017 - 2030 (USD Million)

## **CHAPTER 8. SMART MIRROR MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 8.1. Regional Movement Analysis & Market Share, 2021 & 2030
- 8.2. Regional Movement Analysis & Market Share, 2021 & 2030
- 8.3. North America
  - 8.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
  - 8.3.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
  - 8.3.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
  - 8.3.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
  - 8.3.5. U.S.
    - 8.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
    - 8.3.5.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
    - 8.3.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
    - 8.3.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 8.4. Europe
  - 8.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
  - 8.4.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
  - 8.4.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
  - 8.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
  - 8.4.4. U.K.
    - 8.4.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
    - 8.4.4.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
    - 8.4.4.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)
    - 8.4.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
  - 8.4.5. Germany
    - 8.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
    - 8.4.5.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.4.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.4.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.6. France

8.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.6.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.4.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.4.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5. Asia Pacific

8.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.5. China

8.5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.5.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.5.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.6. Japan

8.5.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.6.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.5.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.7. South Korea

8.5.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.7.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.5.7.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.7.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.8. Australia

8.5.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.8.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.5.8.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.8.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

## 8.6. Central & South America

8.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.6.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.6.5. Brazil

8.6.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.6.5.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.6.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.6.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

## 8.7. Middle East & Africa

8.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.7.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.7.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.7.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.7.5. South Africa

8.7.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.7.5.2. Market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

8.7.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.7.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

## **CHAPTER 9. COMPETITIVE ANALYSIS**

9.1. Key global players, recent developments & their impact on the industry

9.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

9.3. Vendor Landscape

9.3.1. Key company market share analysis, 2021

## **CHAPTER 10. COMPANY PROFILES**

10.1. Electric Mirror, Inc.

10.1.1. Company Overview

10.1.2. Financial Performance

10.1.3. Product Benchmarking



- 10.1.4. Strategic Initiatives
- 10.2. S?ura
  - 10.2.1. Company Overview
  - 10.2.2. Financial Performance
  - 10.2.3. Product Benchmarking
  - 10.2.4. Strategic Initiatives
- 10.3. ad notam USA LLC
  - 10.3.1. Company Overview
  - 10.3.2. Financial Performance
  - 10.3.3. Product Benchmarking
  - 10.3.4. Strategic Initiatives
- 10.4. Majestic Mirror & Frame
  - 10.4.1. Company Overview
  - 10.4.2. Financial Performance
  - 10.4.3. Product Benchmarking
  - 10.4.4. Strategic Initiatives
- 10.5. Avis Electronics
  - 10.5.1. Company Overview
  - 10.5.2. Financial Performance
  - 10.5.3. Product Benchmarking
  - 10.5.4. Strategic Initiatives
- 10.6. Foshan Eterna Intelligent Bathroom Co., Ltd.
  - 10.6.1. Company Overview
  - 10.6.2. Financial Performance
  - 10.6.3. Product Benchmarking
  - 10.6.4. Strategic Initiatives
- 10.7. MirrorMedia Ltd.
  - 10.7.1. Company Overview
  - 10.7.2. Financial Performance
  - 10.7.3. Product Benchmarking
  - 10.7.4. Strategic Initiatives
- 10.8. LumiDesign
  - 10.8.1. Company Overview
  - 10.8.2. Financial Performance
  - 10.8.3. Product Benchmarking
  - 10.8.4. Strategic Initiatives
- 10.9. Evervue USA Inc.
  - 10.9.1. Company Overview
  - 10.9.2. Financial Performance

10.9.3. Product Benchmarking

10.9.4. Strategic Initiatives

10.10. Videotree

10.10.1. Company Overview

10.10.2. Financial Performance

10.10.3. Product Benchmarking

10.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. Smart mirror market - Driving factor market analysis
2. Smart mirror market - Restraint factor market analysis
3. Smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
4. Wall-mounted smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
5. Free-standing smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
6. Smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
7. Smart mirror market estimates and forecast by residential, 2017 - 2030 (USD Million)
8. Smart mirror market estimates and forecast by commercial, 2017 - 2030 (USD Million)
9. Smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
10. Smart mirror market estimates and forecast through online, 2017 - 2030 (USD Million)
11. Smart mirror market estimates and forecast through offline, 2017 - 2030 (USD Million)
12. North America smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
13. North America smart mirror market estimates and forecast by installation type, 2017 - 2030 (USD Million)
14. North America smart mirror market estimates and forecast by application, 2017 - 2030 (USD Million)
15. North America smart mirror market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
16. U.S. smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
17. U.S. smart mirror market estimates and forecast by installation type, 2017 - 2030 (USD Million)
18. U.S. smart mirror market estimates and forecast by application, 2017 - 2030 (USD Million)
19. U.S. smart mirror market estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
20. Europe smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
21. Europe smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

22. Europe smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
23. Europe smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
24. U.K. smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
25. U.K. smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
26. U.K. smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
27. U.K. smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
28. Germany smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
29. Germany smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
30. Germany smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
31. Germany smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
32. France smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
33. France smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
34. France smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
35. France smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
36. Asia Pacific smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
37. Asia Pacific smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
38. Asia Pacific smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
39. Asia Pacific smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
40. China smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
41. China smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
42. China smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
43. China smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

44. Japan smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
45. Japan smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
46. Japan smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
47. Japan smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
48. Australia smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
49. Australia smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
50. Australia smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
51. Australia smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
52. South Korea smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
53. South Korea smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
54. South Korea smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
55. South Korea smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
56. Central & South America smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
57. Central & South America smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
58. Central & South America smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
59. Central & South America smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
60. Brazil smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
61. Brazil smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)
62. Brazil smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)
63. Brazil smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
64. Middle East & Africa smart mirror market estimates and forecast, 2017 - 2030 (USD Million)
65. Middle East & Africa smart mirror market estimates and forecast, by installation

type, 2017 - 2030 (USD Million)

66. Middle East & Africa smart mirror market estimates and forecast, by application, 2017 - 2030 (USD Million)

67. Middle East & Africa smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

68. South Africa smart mirror market estimates and forecast, 2017 - 2030 (USD Million)

69. South Africa smart mirror market estimates and forecast, by installation type, 2017 - 2030 (USD Million)

70. South Africa smart mirror market estimates and forecast. by application, 2017 - 2030 (USD Million)

71. South Africa smart mirror market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

72. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Smart mirror market snapshot
2. Smart mirror market segmentation & scope
3. Smart mirror market penetration & growth prospect mapping
4. Smart mirror market value chain analysis
5. Smart mirror market dynamics
6. Smart mirror market porter's analysis
7. Smart mirror market: Installation type share (%) analysis, 2021 & 2030
8. Smart mirror market: Application share (%) analysis, 2021 & 2030
9. Smart mirror market: Distribution channel share (%) analysis, 2021 & 2030
10. Smart mirror market: Regional share (%) analysis, 2021 & 2030
11. Key smart mirror company market share analysis, 2021

## I would like to order

Product name: Smart Mirror Market Size, Share & Trends Analysis Report By Application (Residential, Commercial), By Installation Type (Wall-mounted, Free-standing), By Distribution Channel (Online, Offline), And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/S34F2400F8E9EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S34F2400F8E9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970