

Virtual Mirror Market Size, Share & Trends Analysis Report By Component (Hardware, Solution, Services), By Technology, By Deployment, By Industry (Retail), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Virtual Mirror Market Growth & Trends

The global virtual mirror market size is expected to reach USD 63.61 billion by 2030, registering a CAGR of 33.1% from 2025 to 2030, according to a new report by Grand View Research, Inc. These mirrors have helped turn the cumbersome process of shopping into an engaging activity as they incorporate interesting interactive features. Their features, shape, integration, and ease of use vary depending on the type of end-use industry.

Retail stores are expected to benefit through the installation of such mirrors to a great extent, as the data pertaining to customer preferences and factors influencing buying decision are expected to provide crucial insights for developing marketing strategies. In automobiles, virtual windscreen and side/exterior mirrors are expected to provide a sleek frame design. This will allow users to access features such as zooming into the background for a wider view, as opposed to the traditional side mirrors. The hospitality sector is now inclined toward using a virtual interactive mirror to display the services offered in hotels and for entertaining customers by playing videos.

Brick & mortar stores are expected to be the key adopters of such mirrors in their premises owing to the introduction of advanced technologies such as 3D AR/VR, 3D body scanning, and AI-equipped Virtual Fitting Room (VFR). The user-friendly interface that

senses hand and face gestures allows customers try out clothes virtually while browsing through the available collection in a store. Additionally, the compelling feature of the mirrors used in hotels, malls, lifts, and restaurants is expected to provide an impetus for their increased adoption in the hospitality vertical. North America has been an early adopter of virtual mirror solutions while Asia Pacific is expected to witness increased adoption of these smart mirrors in the automotive, retail, and hospitality verticals.

Virtual Mirror Market Report Highlights

The virtual mirror market growth can be attributed to the increasing online shopping activities and the growing need for virtually checking clothes for a better fit to avoid returns.

Virtual mirrors are expected to support the retail sector in increasing customer base by accessing customer data for making informed strategic plans and launching new products.

In 2024, Europe accounted for a significant revenue share of the market owing to the presence of well-established fashion and hospitality verticals.

The others segment is projected to grow at a significant CAGR during the forecast period due to the expanding recognition of virtual mirrors' potential across various industries beyond retail, such as automotive and hospitality.

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