

Smart Mirror Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global smart mirror market size reached US\$ 2.4 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 4.7 Billion by 2027, exhibiting a growth rate (CAGR) of 11.75% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

A smart mirror is a two-way digital mirror equipped with advanced sensors, cameras, electronic displays and connectivity systems. It has internet, Bluetooth and Wi-Fi connectivity and touchscreen capabilities to receive phone calls, access smartphone applications and provide the user with an interactive experience. Smart mirrors also include built-in light emitting diode (LED) lights with adjustable color and warmth functions to provide optimal lighting as per the user requirement. The display unit can show date, time, weather forecast, news feed and upcoming events and appointments on the mirror surface. The mirrors have self-dimming, self-cleaning and self-repairing capabilities, are waterproof and scratch-resistant and can be used for both informational and entertainment purposes. As a result, they find extensive applications across various industries, such as automotive, advertising, retail, residential and healthcare.

Smart Mirror Market Trends:

Significant growth in the automotive industry across the globe is one of the key factors creating a positive outlook for the market. Smart mirrors are widely used in passenger and light-commercial vehicles with advanced driver assistance systems (ADAS) to provide blind spot vision and enhance the safety of the driver and the passengers. Moreover, rapid digitization across the retail industry is providing a thrust to the market growth. For instance, retailers and fashion brands are extensively using smart mirrors in

fitting rooms to provide a 360-degree view of the outfit and providing a digital shopping experience to the consumers. The shoppers can also interact with the mirror to adjust the lighting and get styling recommendations. Additionally, various technological advancements, such as the development of smart mirrors integrated with the Internet of Things (IoT) and artificial intelligence (AI) solutions, are also contributing to the market growth. Other factors, including the rising expenditure capacities of the consumers, along with extensive research and development (R&D) activities, are anticipated to drive the market towards growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smart mirror market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, type, functionality, technology and end user.

Breakup by Component:

- Hardware
- Software

Breakup by Type:

- Interior Mirrors
- Exterior Mirrors

Breakup by Functionality:

- Connected Mirror
- Non-Connected Mirror

Breakup by Technology:

- Self-Dimming
- Self-Cleaning
- Self-Repairing

Breakup by End User:

- Automotive

Healthcare
Residential
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Archello, Dension Ltd, Electric Mirror Inc., Ficosa International SA (Panasonic Corporation), Gentex Corporation, Japan Display Inc., Magna International Inc., Murakami Corporation, Samsung Electronics Co. Ltd and Seura.

Key Questions Answered in This Report

1. What was the size of the global smart mirror market in 2021?
2. What is the expected growth rate of the global smart mirror market during 2022-2027?
3. What has been the impact of COVID-19 on the global smart mirror market?
4. What are the key factors driving the global smart mirror market?
5. What is the breakup of the global smart mirror market based on the component?
6. What is the breakup of the global smart mirror market based on the type?
7. What is the breakup of the global smart mirror market based on the functionality?
8. What is the breakup of the global smart mirror market based on the technology?
9. What is the breakup of the global smart mirror market based on the end user?
10. What are the key regions in the global smart mirror market?
11. Who are the key players/companies in the global smart mirror market?

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