

Global Augmented Reality(AR) Shopping Apps Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Augmented Reality(AR) Shopping Apps market size is predicted to grow from US\$ 6569 million in 2025 to US\$ 31920 million in 2032; it is expected to grow at a CAGR of 25.8% from 2026 to 2032.

Mobile apps that overlay digital content—like pictures, 3D models, or animations—onto the physical world via a device's camera utilizing augmented reality (AR) technology are known as augmented reality shopping apps. Augmented reality adds fun and interactivity to online shopping, increasing customer engagement. Before making a purchase, these applications let consumers see things in their settings, making the buying experience more engaging and immersive.

United States market for Augmented Reality(AR) Shopping Apps is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Augmented Reality(AR) Shopping Apps is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Augmented Reality(AR) Shopping Apps is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Augmented Reality(AR) Shopping Apps players cover Apple Inc., Augment, Blippar, IKEA Place, Google Lens, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “Augmented Reality(AR) Shopping

Apps Industry Forecast” looks at past sales and reviews total world Augmented Reality(AR) Shopping Apps sales in 2025, providing a comprehensive analysis by region and market sector of projected Augmented Reality(AR) Shopping Apps sales for 2026 through 2032. With Augmented Reality(AR) Shopping Apps sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Augmented Reality(AR) Shopping Apps industry.

This Insight Report provides a comprehensive analysis of the global Augmented Reality(AR) Shopping Apps landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Augmented Reality(AR) Shopping Apps portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Augmented Reality(AR) Shopping Apps market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Augmented Reality(AR) Shopping Apps and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Augmented Reality(AR) Shopping Apps.

This report presents a comprehensive overview, market shares, and growth opportunities of Augmented Reality(AR) Shopping Apps market by product type, application, key players and key regions and countries.

Segmentation by Type:

Solution

Services

Segmentation by Application:

Automotive

Home Goods & Furniture

Beauty & Cosmetics

Apparel Fittings

Grocery Shopping

Footwear

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Apple Inc.

Augment

Blippar

IKEA Place

Google Lens

Amazon

Microsoft

Holition

Houzz

Shopify AR

Threekit

The report requires updating with new data and is sent in 48 hours after order is placed.

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