

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

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Abstracts

The global Retail Shopping Augmented Reality (AR) market size is predicted to grow from US\$ 3818 million in 2025 to US\$ 6059 million in 2032; it is expected to grow at a CAGR of 7.0% from 2026 to 2032.

Retail Shopping Augmented Reality (AR) refers to the integration of augmented reality technology into the retail shopping experience. Augmented reality is a technology that overlays digital information, such as images, videos, or interactive elements, onto the real-world environment through the use of devices like smartphones, tablets, or smart glasses. In the context of retail shopping, AR enhances the way customers interact with products, brands, and stores by providing immersive and interactive digital content.

AR enriches the shopping experience by adding interactive and immersive elements. Shoppers can visualize products in their real-world environment, allowing for a more informed and enjoyable shopping process.

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

This Insight Report provides a comprehensive analysis of the global Retail Shopping Augmented Reality (AR) 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 Retail Shopping Augmented Reality (AR) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Retail Shopping Augmented Reality (AR) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Retail Shopping Augmented Reality (AR) 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 Retail Shopping Augmented Reality (AR).

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

Segmentation by Type:

AR Head-Mounted Displays (HMD)

Smart AR Mirror

Handheld Devices

Segmentation by Application:

Offline Shopping

Online Shopping

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.

PTC

Alphabet

Microsoft

Apple

Meta

Seiko Epson

Wikitude

Magic Leap

3D Cloud by Marxent

Vuzix

Blippar

AUGMENT

VIEWAR GMBH

Zugara

Groove Jones

ScienceSoft

Sketchfab

Holition

Overlyapp

Zappar

FINGENT

Kudan Global

INDE

Obsess

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