

Global Virtual Reality and Augmented Reality in Retail Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Customer support departments have improved considerably in recent years because of the potential of AI-powered chatbots and virtual assistants. On the other hand, virtual reality (VR) in customer service is proving to be a game-changer for retailers in terms of consumer engagement and happiness. Chatbots struggle with remote troubleshooting, which is a difficult component of customer care to get correctly.

LPI (LP Information)' newest research report, the "Virtual Reality and Augmented Reality in Retail Industry Forecast" looks at past sales and reviews total world Virtual Reality and Augmented Reality in Retail sales in 2022, providing a comprehensive analysis by region and market sector of projected Virtual Reality and Augmented Reality in Retail sales for 2023 through 2029. With Virtual Reality and Augmented Reality in Retail sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Virtual Reality and Augmented Reality in Retail industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Virtual Reality and Augmented Reality in Retail 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 Virtual Reality and Augmented Reality in Retail.

The global Virtual Reality and Augmented Reality in Retail market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Virtual Reality and Augmented Reality in Retail is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Virtual Reality and Augmented Reality in Retail is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Virtual Reality and Augmented Reality in Retail is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Virtual Reality and Augmented Reality in Retail players cover Epson America, Inc., Marxent, Google LLC, Infosys Ltd, Intel Corporation, Microsoft Corporation, PTC Inc., Qualcomm Technologies, Inc. and Retail VR, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

AR

VR

Segmentation by application

Online Retail

Offline Retail

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.

Epson America, Inc.

Marxent

Google LLC

Infosys Ltd

Intel Corporation

Microsoft Corporation

PTC Inc.

Qualcomm Technologies, Inc.

Retail VR

Samsung Electronics Co., Ltd.

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