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2020-2025 Global Augmented Reality in Retail Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside in the real-world are 'augmented' by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.Augmented Reality in Retail offers retailers the opportunity to transform how people shop.

This report elaborates the market size, market characteristics, and market growth of the Augmented Reality in Retail industry, and breaks down according to the type, application, and consumption area of Augmented Reality in Retail. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Augmented Reality in Retail in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Augmented Reality in Retail market covered in Chapter 13:

Apple
Amazon
Blippar
ViewAR

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Sephora
Total Immersion
Holition
Marxent Labs
Microsoft
Kudan
Google
Wikitude
Zugara
Augment
INDE
PTC
Ikea
Imaginate Technologies
DAQRI

In Chapter 6, on the basis of types, the Augmented Reality in Retail market from 2015 to 2025 is primarily split into:

Handheld Device
Head-Mounted Display (HMD)
Smart AR Mirror

In Chapter 7, on the basis of applications, the Augmented Reality in Retail market from 2015 to 2025 covers:

Jewelry
Beauty and Cosmetics
Apparel Fitting
Furniture and Lighting
Grocery Shopping
Footwear
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe

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China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020

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Forecast Period: 2020-2025

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