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Global Augmented Reality in Retail Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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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.
Based on the Augmented Reality in Retail market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.
In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.
In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Augmented Reality in Retail market covered in Chapter 5:
INDE
Total Immersion
Imaginate Technologies

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Ikea
PTC
Apple
Zugara
Holition
Blippar
Wikitude
Sephora
ViewAR
DAQRI
Google
Kudan
Microsoft
Amazon
Augment
Marxent Labs

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 consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:
North America (Covered in Chapter 9)
United States
Canada

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Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia
Others
Asia-Pacific (Covered in Chapter 11)
China
Japan
South Korea
Australia
India
South America (Covered in Chapter 12)
Brazil
Argentina
Columbia
Middle East and Africa (Covered in Chapter 13)
UAE
Egypt
South Africa

Years considered for this report:
Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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