

# **AR/VR in Retail – Immersive Shopping Trends Market Forecasts to 2032 – Global Analysis by Component (Hardware, Software and Services), Immersion Mode (Passive Immersion, Active Immersion and Collaborative Immersion), Organization Size, Retail Vertical, Retail Channel Adoption, Technology, Application and Geography**

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## **Abstracts**

According to Statistics MRC, the Global AR/VR in Retail – Immersive Shopping Trends Market is accounted for \$9.98 billion in 2025 and is expected to reach \$47.07 billion by 2032 growing at a CAGR of 24.8% during the forecast period. AR/VR in retail is transforming how consumers shop by blending digital experiences with physical spaces. Augmented reality lets shoppers visualize products in real-world settings, while virtual reality creates immersive store environments from anywhere. These technologies enhance engagement, reduce return rates, and personalize shopping journeys. As immersive tech becomes more accessible, brands are leveraging it to boost sales, loyalty, and overall customer experience.

According to insights shared by Vertebrae's CEO, AR implementations can boost conversion rates by up to 90%, especially when integrated into product visualization and virtual try-on experiences. Shopify has also reported that AR content can increase conversion rates by up to 250%, particularly when customers interact with 3D models or place products in their environment using mobile AR tools.

Market Dynamics:

Driver:

## Enhanced customer experience and engagement

The integration of AR/VR technologies significantly transforms customer shopping experiences by providing immersive, interactive environments that traditional retail cannot match. These technologies enable virtual try-ons, allowing customers to visualize products before purchasing, which increases confidence and reduces return rates. Moreover, AR shopping assistants and interactive displays create personalized shopping journeys that enhance customer satisfaction. Furthermore, the ability to provide 360-degree product views and virtual showrooms creates engaging brand experiences that drive customer loyalty and repeat purchases.

### Restraint:

#### Technological limitations and compatibility issues

Hardware limitations, including insufficient processing power, graphics performance issues, and device compatibility across multiple platforms, create barriers for seamless user experiences. The need for robust network infrastructure to support real-time data processing and rendering adds complexity to implementation. Privacy and security concerns regarding personal data collection during AR/VR interactions further complicate deployment strategies. Moreover, the requirement for specialized technical expertise and continuous software updates increases operational costs, making it challenging for retailers to maintain consistent service quality across all customer touchpoints.

### Opportunity:

#### Expansion of virtual showrooms and online presence

Virtual showrooms enable customers to explore 3D store environments from home, providing detailed product visualization and spatial awareness that bridges the gap between online and in-store shopping. The integration of AI-driven virtual assistants and predictive analytics creates hyper-personalized shopping experiences that enhance customer engagement. Additionally, virtual environments operate around the clock without geographic constraints, allowing retailers to serve customers across different time zones continuously. The sustainability aspect of virtual storefronts also appeals to environmentally conscious consumers, reducing the need for physical retail space while maintaining comprehensive product offerings.

### Threat:

#### Content overload and user fatigue

Limited consumer awareness and unfamiliarity with navigating virtual shopping environments can lead to frustration and abandonment of the shopping experience. The learning curve associated with VR device usage and interface navigation poses challenges for less tech-savvy consumers who may prefer traditional shopping methods. Additionally, the immersive nature of these technologies can cause physical discomfort or fatigue during extended use, potentially deterring customers from engaging with AR/VR retail applications.

### Covid-19 Impact:

The COVID-19 pandemic accelerated AR/VR adoption in retail as businesses sought innovative solutions to maintain customer engagement during lockdowns and social distancing measures. Retailers made substantial investments in virtual technologies to compensate for physical store closures, with companies like Flipkart acquiring AR businesses to enhance e-commerce experiences. Additionally, the pandemic drove increased online shopping behavior, creating demand for virtual try-ons and immersive product visualization tools. The shift toward contactless shopping experiences positioned AR/VR as essential technologies for maintaining business continuity during uncertain times.

The large enterprises segment is expected to be the largest during the forecast period

The large enterprises segment is expected to account for the largest market share during the forecast period due to their substantial financial resources and technical capabilities required for AR/VR implementation. These organizations possess the infrastructure, expertise, and budget necessary to invest in sophisticated AR/VR solutions that deliver comprehensive customer experiences. Large enterprises benefit from economies of scale when deploying these technologies across multiple locations and customer touchpoints. Furthermore, large enterprises often lead technological innovation in retail, setting industry standards that smaller competitors eventually follow, ensuring their continued dominance.

The mixed reality (MR) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the mixed reality (MR) segment is predicted to witness the highest growth rate due to its unique positioning between pure VR immersion and AR convenience. Mixed reality (MR) technology effectively bridges the gap between virtual and physical shopping experiences by seamlessly blending digital overlays with real-world environments. Additionally, advances in lighter pass-through cameras and AI-powered spatial-mapping algorithms make MR more accessible and user-friendly for retail applications. Moreover, retailers are increasingly adopting MR for applications like virtual interior design consultations and personalized styling sessions that require both digital content and physical space awareness, while maintaining visual immersion positions it as the preferred choice for next-generation retail experiences.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its tech-savvy consumer base and early adoption of digital innovations. The region's consumers demonstrate high receptivity to new technologies, with 71% expressing interest in using AR for shopping experiences. Furthermore, major North American retailers are significantly increasing their AR/VR investments. Additionally, the presence of leading technology companies and robust digital infrastructure supports rapid deployment and scaling of AR/VR solutions. The region's strong e-commerce foundation and social commerce integration create ideal conditions for AR/VR retail adoption and market expansion.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapid digitization and increasing smartphone penetration across emerging economies. The region's large population base and growing middle class create substantial demand for innovative shopping experiences that AR/VR technologies can fulfill. Moreover, government initiatives supporting digital transformation and technology adoption in retail sectors accelerate market development across key countries. Furthermore, the region's manufacturing capabilities and cost advantages enable more affordable AR/VR hardware production, making these technologies accessible to broader consumer segments.

Key players in the market

Some of the key players in AR/VR in Retail – Immersive Shopping Trends Market

include Matterport, Inc., FXGear, Inc., Koncept VR, Panedia Pty Ltd, Subvrsive, Inc., VIAR, Visualise Creative Ltd., VREI, Scapic Innovations Pvt. Ltd., WeMakeVR, Google LLC (Alphabet Inc.), Microsoft Corporation, Amazon Web Services, Inc., Shopify Inc., Snap Inc., Apple Inc., Meta Platforms, Inc. and Perfect Corp.

#### Key Developments:

In February 2025, Matterport was officially acquired by CoStar Group for about US \$1.6 billion, accelerating its push into advanced 3D digital twin solutions for retail and real estate.

In May 2024, Google announced integrating its 3D “Beam” video conferencing (formerly Project Starline) into Google Meet and Zoom, partnering with HP; the HP “Dimension” unit is expected in 2025 for US \$24,999.

#### Components:

Hardware

Software

Services

#### Immersion Modes Covered:

Passive Immersion

Active Immersion

Collaborative Immersion

#### Organization Sizes Covered:

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

**Retail Verticals Covered:**

Fashion & Apparel

Beauty & Cosmetics

Home Goods & Furniture

Consumer Electronics

Grocery & Food & Beverage

Automotive Retail

Luxury Goods

General Merchandise & Department Stores

Other Retail Verticals

**Retail Channel Adoptions Covered:**

Brick-and-Mortar Stores

E-commerce Platforms

Hybrid Retailers

**Technologies Covered:**

Augmented Reality (AR)

Virtual Reality (VR)

Mixed Reality (MR)

### Applications Covered:

Virtual Try-On & Fitting Rooms

In-Store Navigation & Interactive Kiosks

Virtual Store Simulation

3D Product Visualization

Immersive Advertising, Marketing & Brand Engagement

Staff Training & Development

Remote Shopping & Live Streaming Commerce

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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