

# **Augmented Reality in Retail Market Forecasts to 2032 – Global Analysis By Retail Type (Jewelry, Beauty and Cosmetics, Apparel Fitting, Furniture and Lighting, Grocery Shopping, Footwear and Other Retail Types), Component (Hardware, Software and Services), Device Type, Technology, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Augmented Reality in Retail Market is accounted for \$7.55 billion in 2025 and is expected to reach \$77.25 billion by 2032 growing at a CAGR of 39.4% during the forecast period. Augmented reality (AR) is transforming the retail industry by connecting online and in-store shopping experiences. Retailers can provide customers with immersive, interactive experiences through augmented reality (AR) that let them see products in real-world environments before making a purchase. Customers can virtually try on clothing using AR-enabled mirrors or smart phones, or they can use AR to see how furniture would look in their living room. This technology lowers return rates, boosts buyer confidence, and improves customer engagement. Moreover, AR is turning into a crucial tool for retailers looking to maintain their competitiveness in the digital era as customer expectations for convenience and personalization rise.

According to a study by Snap Inc. and Deloitte Digital, AR reduces return rates by up to 25% in categories like furniture and cosmetics.

Market Dynamics:

Driver:

## Growing use of AR and smart phone devices

A large percentage of the world's population can now access AR tools owing to the growing number of smart phones with AR features like depth sensors, high-resolution cameras, and AR processors. Additionally, hands-free AR experiences are becoming possible owing to AR headsets and smart glasses like Apple Vision Pro and Microsoft HoloLens. This broad accessibility democratizes AR-driven commerce by enabling retailers to scale AR solutions across international markets without the need for specialized devices.

## Restraint:

### High costs of implementation

Retail AR deployment requires a large initial investment in hardware, software, 3D content production, and continuing upkeep. Budgeting for these technologies can be difficult for smaller retailers, particularly in the beginning when ROI is unclear. High-end development resources and qualified staff are needed for advanced augmented reality features, such as virtual changing rooms or real-time product configuration, which can be prohibitively expensive for mid-sized enterprises. Furthermore, there may be extra costs and complexity involved in integrating AR with legacy retail systems.

## Opportunity:

### Combining machine learning and artificial intelligence (AI)

Shopping experiences can be made more intelligent and personalized by combining AR with AI/ML. AI can evaluate user demographics, preferences, and behavior to recommend products that meet consumer needs, which AR can then display in real time. AI-powered virtual stylists, for instance, can suggest outfits according to body types, and augmented reality displays how those outfits fit. Additionally, retailers can optimize engagement and conversion rates by using predictive analytics to dynamically update AR displays or promotions.

## Threat:

### Increasing competition in the market

As augmented reality (AR) gains traction in the retail industry, more and more businesses—both retailers and technology providers—are joining the market. Large-budget, well-known international brands can outperform smaller competitors by providing more complex, integrated augmented reality experiences. As a result, there is more competition for the attention and loyalty of customers. Moreover, companies without the resources to continuously innovate or market may find it difficult to stay relevant in this environment, which could lead to a loss of market share and a decline in profitability.

#### Covid-19 Impact:

The COVID-19 pandemic prompted retailers to reconsider their approaches to customer engagement through lockdowns and social distancing measures, which greatly accelerated the retail industry's adoption of augmented reality (AR). When physical stores were shut down or had their operations restricted, augmented reality (AR) became a crucial tool for facilitating contactless shopping experiences like interactive online catalogs, in-home product visualization, and virtual try-ons. Furthermore, AR was incorporated by retailers into websites and mobile apps to mimic in-store interactions and assist customers in making secure decisions about what to buy from the comfort of their own homes.

The jewelry segment is expected to be the largest during the forecast period

The jewelry segment is expected to account for the largest market share during the forecast period. The jewelry industry makes extensive use of augmented reality (AR) technology to improve the customer experience by enabling virtual try-ons, which let customers see rings, necklaces, bracelets, and earrings on themselves without having to make physical contact. By offering realistic, interactive previews, this technology helps consumers overcome their reluctance to buy, which boosts engagement and sales conversion rates. Additionally, AR in jewelry retail eliminates the need for substantial physical inventories and provides individualized customization options.

The information systems segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the information systems segment is predicted to witness the highest growth rate. The growing use of AR technologies for in-store navigation, warehouse management, and enterprise training is responsible for this expansion. AR-driven information systems provide creative solutions that combine real-time data with

physical environments as retailers look to improve operational efficiency and streamline procedures. Moreover, the industry's explosive growth highlights how crucial it is to revolutionize retail operations with immersive, data-rich experiences.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. At around 42.5% of the global AR in retail market revenue, North America is expected to continue to dominate for the duration of the forecast period. The presence of big tech companies like Apple, Google, and Microsoft, as well as the large investments made in AR technologies and the high adoption rate among retailers looking to improve customer experiences through immersive technologies, are the main drivers of this leadership. Additionally, cities like San Francisco, New York, and Los Angeles are centers for AR innovation and retail implementation, making the U.S. a major contributor to this growth.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Increased smart phone adoption, a growing e-commerce industry, and large investments in digital infrastructure are some of the factors driving this quick growth. With big retailers incorporating augmented reality (AR) technologies to improve customer experiences, nations like China, Japan, and South Korea are leading the way. Furthermore, the dynamic retail landscape in the region is influenced by the adoption of augmented reality (AR) features by platforms such as Taobao and JD.com, which enable virtual try-ons and product visualizations.

Key players in the market

Some of the key players in Augmented Reality in Retail Market include Google, Blippar Group Limited, Lenovo Group Ltd., Marxent Labs Inc, Amazon.com, Inc, Kudan Inc, Microsoft Corporation, Inter IKEA Systems B.V, Holition Ltd., Sony Group Corporation, Apple Inc., Magic Leap Inc., ViewAR GmbH, Qualcomm Inc., Samsung Electronics Co. Ltd., Zugara, Inc and PTC Inc.

Key Developments:

In June 2025, Google's parent company Alphabet has agreed to invest \$500 million over the next decade to overhaul its global compliance structure, under a proposed

settlement in a shareholder lawsuit over antitrust violations. The agreement, filed in a federal court in California, marks a significant concession as Google faces intensifying regulatory scrutiny in the United States.

In May 2025, Amazon.com Inc. has a multiyear agreement with FedEx Corp. to deliver large packages for the online retailer, renewing a relationship between the two companies that ended in 2019. The deal follows plans announced in January by United Parcel Service Inc. to reduce by half the number of packages it delivers for Amazon by the end of 2026.

In January 2025, Lenovo Group Limited and Alat, a PIF company, have announced the completion of the US\$2 billion investment alongside reaching the strategic collaboration agreements. The deal has received shareholders' approval and all regulatory approvals required for completion. The strategic collaboration and investment will enable Lenovo to further accelerate its ongoing transformation, enhance its global presence, and increase geographic diversification of its manufacturing footprint.

#### Retail Types Covered:

Jewelry

Beauty and Cosmetics

Apparel Fitting

Furniture and Lighting

Grocery Shopping

Footwear

Other Retail Types

#### Components Covered:

Hardware

Software

## Services

### Device Types Covered:

Head-Mounted Display (HMD)

Smart AR Mirror

Handheld Device

### Technologies Covered:

Marker-based Augmented Reality

Marker-less Augmented Reality

### Applications Covered:

Advertising and Marketing

Try-on Solutions

Planning and Designing

Information Systems

### 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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