

# **Smart Mirror for Virtual Try-ons Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software and Service), Product Type (Touch Screen, Without Touch Screen, Wall Mounted and Freestanding), Functionality, Distribution Channel, Technology, Application and By Geography**

<https://marketpublishers.com/r/SBF8F02EA889EN.html>

Date: July 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: SBF8F02EA889EN

## **Abstracts**

According to Statistics MRC, the Global Smart Mirror for Virtual Try-ons Market is accounted for \$1.96 billion in 2025 and is expected to reach \$9.19 billion by 2032 growing at a CAGR of 24.7% during the forecast period. Virtual try-on smart mirrors are sophisticated interactive screens with augmented reality (AR) technology that let users see clothes, accessories, or cosmetics on themselves without actually trying them on. Frequently found in retail establishments and beauty salons, these mirrors overlay digital product images onto the user's reflection by using cameras and AI-powered software to identify facial features and body measurements in real time. Moreover, the device improves the shopping experience by providing convenience, customization, and less need for fitting rooms. By taking a tech-forward approach, it also assists retailers in boosting customer engagement and sales.

According to the National Retail Federation (NRF), at its January 2025 “Big Show” event in Manhattan—an exhibition featuring over 8,000 booths and attracting around 40,000 attendees—retail technology innovations such as AI mirrors, body scanners, and smart carts are being showcased as core tools for enhancing personalization and customer service.

Market Dynamics:

**Driver:****Growing interest in contactless purchasing**

Contactless and hygienic shopping solutions have become much more popular, particularly since the COVID-19 pandemic. Technology that enables safe and hygienic product interaction is now expected by consumers. Smart mirrors make it possible for customers to virtually try on clothing, accessories, and makeup without actually touching the items so they can see how they would appear. Additionally, this improves overall shopping convenience while also guaranteeing hygiene, especially in busy retail settings where conventional fitting rooms might be constrained or crowded.

**Restraint:****High implementation initial cost**

The high initial cost of smart mirrors for virtual try-ons is one of the biggest obstacles to their widespread use. Advanced display screens, AR-enabled cameras, computing units, motion sensors, AI-driven software, and occasionally cloud integration are all common components of these systems, which can make the technology unaffordable for small and mid-sized businesses. Furthermore, costs associated with installation, setup, and continuing maintenance increase the burden, particularly when incorporating the mirrors into the already existing retail infrastructure. Some retailers are reluctant to implement such solutions without a guaranteed revenue impact because the ROI (return on investment) may take a long time to manifest.

**Opportunity:****Growth into virtual try-ons at home and e-commerce**

Smart mirror technology integration with e-commerce platforms and virtual shopping experiences at home represents one of the biggest growth prospects. As online shopping keeps expanding, particularly in the fashion and cosmetics industries, companies are looking into ways to digitally mimic the in-store experience. With the help of webcams and apps, smart mirror features can let users virtually try on clothing, accessories, and cosmetics from the comfort of their homes. In addition to reaching a worldwide customer base, this expansion lessens reliance on physical retail space. A far wider market segment will be accessible to businesses that can provide hybrid solutions that combine in-store mirrors with app-based virtual try-ons.

### Threat:

#### High level of competition from virtual try-on apps for smartphones

A growing number of beauty and fashion brands are using AR filters and front-facing cameras in their smartphone apps to provide virtual try-on experiences. These mobile-based solutions, which do not require physical smart mirror installations, provide accessibility, affordability, and convenience. The continued advancement of smartphone cameras and AR SDKs (such as Google's ARCore and Apple's ARKit) could make in-store smart mirrors obsolete by providing similar or even better functionality. Furthermore, consumer engagement and brand investment may be redirected from physical smart mirror systems to mobile-first platforms as a result of this change.

### Covid-19 Impact:

The COVID-19 pandemic significantly impacted the market for smart mirrors for virtual try-ons, hastening its uptake as merchants looked for hygienic, contactless substitutes for conventional changing rooms. Smart mirrors provided a creative and safe way for customers to virtually try on clothing, accessories, and makeup without coming into contact with shared surfaces or clothing owing to tight social distancing rules and increased concerns about physical contact. This change was in line with shifting consumer preferences for safety and convenience, which led to big fashion and beauty retailers investing in virtual try-on technology. Additionally, the pandemic sparked the incorporation of smart mirrors into mobile applications and e-commerce platforms, extending their usefulness beyond physical stores and solidifying their place in the omnichannel retail landscape of the future.

The AR-smart mirror segment is expected to be the largest during the forecast period

The AR-smart mirror segment is expected to account for the largest market share during the forecast period. AR-Smart Mirrors create an immersive and highly interactive try-on experience by using augmented reality technology to superimpose digital apparel, accessories, or makeup in real time onto a user's reflection. Because it provides realistic previews without requiring physical trials, this segment is widely used in fashion and beauty retail, improving convenience, engagement, and hygiene. Moreover, they are the primary factor propelling the market expansion for smart mirrors due to their scalability, intuitive interface, and customization capabilities.

The consumer homes segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Consumer Homes segment is predicted to witness the highest growth rate. Homeowners looking to integrate their smart home ecosystems are finding smart mirrors with built-in lighting, voice assistants, and connectivity to other IoT devices more and more appealing. Additionally, this market is anticipated to expand at the fastest rate between 2024 and 2032 as the trend toward automated, smart homes picks up speed, aided by programs like smart-home subsidies and growing consumer demand for contemporary, multipurpose household appliances.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by strong retail infrastructure, high consumer adoption of cutting-edge technologies, and large investments from top beauty and fashion brands. With businesses like Amazon, Nike, and Sephora actively incorporating smart mirror technologies into their customer experiences, the area is home to significant innovators and early adopters of AR-based solutions. Market dominance is further supported by the existence of important tech companies and a high degree of digital literacy among consumers. Furthermore, North America is a leader in this area due in part to the government's encouragement of digital transformation and the extensive availability of high-speed internet.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR. Growing urbanization, rising disposable incomes, and a younger, tech-savvy population that is extremely receptive to cutting-edge shopping technologies are the main drivers of this rapid growth. Smart retail initiatives are booming in countries like China, Japan, South Korea, and India. To improve customer engagement, fashion stores, beauty chains, and shopping malls are implementing AR-powered mirrors. Moreover, Asia-Pacific is now the most dynamic and rapidly expanding market for smart mirror solutions owing to government support for digitization, the development of 5G networks, and the rise of e-commerce.

Key players in the market

Some of the key players in Smart Mirror for Virtual Try-ons Market include Samsung

Electronics Co. Ltd., PulpoAR, MirrAR, Dharpan.ai, Fittingbox, Snap Inc., My Size Inc., Oak Labs, Reactive Reality (PICTOFiT) and LetsNurture.

#### Key Developments:

In June 2025, Snap Inc., the company behind the Snapchat social app and Spectacles AR glasses, has teamed up with Niantic Spatial to bring accurate geospatial capabilities to the Snapchat and Spectacles platforms. The partnership could be mutually beneficial as Snap's platforms will get city-scale positioning capabilities while Niantic could see a massive influx of user-generated data to enhance its 'Visual Positioning System'.

In May 2025, Samsung Electronics announced that it has signed an agreement to acquire all shares of FlaktGroup, a leading global HVAC solutions provider, for €1.5 billion from European investment firm Triton. With the global applied HVAC market experiencing rapid growth, the acquisition reinforces Samsung's commitment to expanding and strengthening its HVAC business.

In April 2025, Fittingbox and Ocuco have renewed their partnership, originally established in 2018. This collaboration integrated Fittingbox's eyewear visualisation tools with Ocuco's portfolio of optical software, aimed at elevating both clinical and retail operations for optical businesses.

#### Components Covered:

Hardware

Software

Service

#### Product Types Covered:

Touch Screen

Without Touch Screen

Wall Mounted

Freestanding

Functionalities Covered:

Connected Smart Mirrors

Offline Capable (Basic Display)

Distribution Channels Covered:

Online Retail Platforms

Physical Retail Stores & Showrooms

Technologies Covered:

AR-Smart Mirror

Voice Recognition

Touchscreen Interface

Facial Recognition

Projection-Based Interaction

Virtual Reality

Applications Covered:

Retail and Marketing

Beauty and Personal Care

Commercial Showrooms & Salons

Consumer Homes

Other Applications

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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