

India Augmented Reality Market in Fashion By Application (Virtual Try-Ons, Virtual Fitting Rooms, Interactive Catalogs, AR Fashion Shows, Personalized Recommendations), By Device Type (AR Glasses, Smartphones, Tablets, AR Mirrors), By Technology (Marker-Based AR, Markerless AR, Location-Based AR, Projection-Based AR), By End-user (Retailers, Designers, Others), By Region, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

India Augmented Reality Market in Fashion was valued at USD 113.56 million in 2024 and is expected to reach USD 801.77 million by 2030 with a CAGR of 38.3% during the forecast period. The India Augmented Reality Market in fashion refers to the integration of augmented reality technologies into the fashion industry to enhance consumer shopping experiences and engagement. This market encompasses various applications, including virtual try-ons, interactive catalogs, and augmented reality-powered marketing campaigns. The growth of the market is driven by several factors. Firstly, the rising adoption of smartphones and advanced digital technologies among Indian consumers has facilitated the implementation of augmented reality solutions. As more fashion retailers and brands seek to differentiate themselves in a competitive market, augmented reality offers innovative ways to attract and retain customers by providing immersive and personalized experiences. Virtual try-ons, for instance, allow consumers to visualize how clothing and accessories will look on them without physically trying them on, thereby addressing common concerns about fit and appearance in online shopping. Additionally, the increasing penetration of e-commerce and the growing popularity of online shopping platforms in India are fueling the demand

for augmented reality solutions that bridge the gap between online and offline shopping experiences. Investments in technology infrastructure and advancements in augmented reality capabilities, such as improved 3D modeling and real-time rendering, further contribute to the market's growth. Moreover, the expanding middle class and rising disposable incomes in India are driving higher spending on fashion and technology, creating a favorable environment for the adoption of augmented reality. As Indian fashion retailers continue to embrace digital transformation, the market for augmented reality in fashion is expected to rise significantly, offering new opportunities for innovation and enhanced consumer engagement in the coming years.

Key Market Drivers

Increasing Adoption of E-Commerce Platforms

The rapid expansion of e-commerce platforms in India is a significant driver for the Augmented Reality Market in the fashion industry. With the growing popularity of online shopping, fashion retailers are seeking innovative solutions to enhance the digital shopping experience. Augmented reality technologies, such as virtual try-ons and interactive product displays, address the limitations of online shopping by allowing consumers to visualize fashion items in real-time. This immersive experience helps bridge the gap between physical and digital retail environments, improving customer satisfaction and reducing return rates. The increasing penetration of smartphones and high-speed internet in India further supports the adoption of augmented reality solutions, as more consumers engage with digital platforms for their shopping needs. As e-commerce continues to grow, fashion brands are investing in augmented reality to stay competitive and meet the evolving expectations of online shoppers.

Rising Consumer Demand for Personalized Shopping Experiences

The demand for personalized shopping experiences is a major driver of the Augmented Reality Market in the fashion industry in India. Consumers are increasingly seeking tailored and interactive shopping experiences that cater to their individual preferences and needs. Augmented reality technologies enable fashion retailers to offer personalized virtual try-ons, interactive product recommendations, and customized styling options. By leveraging augmented reality, brands can provide a more engaging and relevant shopping experience, which enhances customer satisfaction and loyalty. This trend is particularly prominent among younger consumers who are more likely to embrace new technologies and expect seamless, personalized interactions with brands. The focus on personalization drives fashion retailers to adopt augmented reality

solutions to differentiate themselves and offer unique, tailored experiences to their customers.

Technological Advancements in Augmented Reality

Advancements in augmented reality technology are driving the growth of the market in the fashion industry in India. Innovations such as improved 3D modeling, real-time rendering, and more accurate virtual try-on solutions are enhancing the effectiveness and appeal of augmented reality applications. These technological advancements make augmented reality experiences more realistic and user-friendly, which in turn increases consumer adoption and engagement. The continuous development of augmented reality technology is enabling fashion retailers to create more immersive and interactive experiences, such as virtual fitting rooms and augmented reality-powered marketing campaigns. As technology continues to evolve, the capabilities and applications of augmented reality in fashion are expanding, driving further growth in the market.

Key Market Challenges

High Implementation and Development Costs

One of the primary challenges facing the Augmented Reality Market in the fashion industry in India is the high cost associated with implementing and developing augmented reality technologies. The development of sophisticated augmented reality solutions, such as virtual try-ons and interactive product displays, requires significant financial investment in technology infrastructure, software development, and content creation. Fashion retailers, especially smaller and mid-sized brands, may find it difficult to allocate the necessary resources for such high-tech solutions. The costs include not only the initial investment in technology but also ongoing expenses related to maintenance, updates, and support. Additionally, creating high-quality augmented reality experiences demands expertise in 3D modeling, real-time rendering, and user interface design, which further contributes to the overall expense. These financial barriers can hinder the adoption of augmented reality among fashion retailers and limit the growth of the market. As a result, while large fashion brands may be able to invest in cutting-edge augmented reality solutions, smaller players may struggle to keep up, potentially leading to a disparity in the adoption of these technologies within the industry.

Integration with Existing Retail Systems

Another significant challenge is the integration of augmented reality solutions with existing retail systems and infrastructure. Fashion retailers in India often rely on established e-commerce platforms, point-of-sale systems, and inventory management tools that may not be seamlessly compatible with new augmented reality technologies. Integrating augmented reality with these existing systems requires considerable effort and technical expertise. This challenge is compounded by the need for smooth interoperability between various technologies and platforms to ensure a cohesive and effective augmented reality experience for consumers. Additionally, the complexity of integrating augmented reality with current digital and physical retail environments can lead to disruptions in operations and may require substantial modifications to existing systems. Retailers must also address potential issues related to data synchronization, user experience consistency, and system scalability. Overcoming these integration challenges is crucial for the successful adoption and implementation of augmented reality solutions in the fashion industry.

Key Market Trends

Rising Popularity of Virtual Try-Ons

The trend of virtual try-ons is significantly shaping the Augmented Reality Market in the fashion industry in India. Virtual try-on technology allows consumers to visualize how clothing and accessories will look on them without physically trying them on. This technology is becoming increasingly popular due to its ability to enhance the online shopping experience and address the limitations of traditional e-commerce. By providing a more interactive and immersive shopping experience, virtual try-ons help reduce uncertainty about fit and style, leading to increased customer satisfaction and lower return rates. As more fashion retailers in India adopt virtual try-on solutions, the technology is expected to become a standard feature in online and offline shopping environments. The integration of augmented reality into fashion retail is driven by the growing demand for convenience and personalized experiences among Indian consumers, particularly as the country's digital infrastructure continues to advance. This trend is likely to accelerate as technology improves and becomes more accessible, further driving the expansion of the augmented reality market in the fashion industry.

Expansion of Augmented Reality in Mobile Applications

The expansion of augmented reality in mobile applications is a key trend in the Augmented Reality Market in the fashion industry in India. With the widespread use of smartphones and the increasing availability of high-speed internet, mobile applications

equipped with augmented reality features are becoming more prevalent. Fashion retailers are leveraging this trend to offer innovative shopping experiences directly through mobile apps, allowing users to access virtual try-ons, interactive catalogs, and personalized styling recommendations from their smartphones. This shift towards mobile integration is driven by the need for convenience and accessibility, as consumers seek to engage with fashion brands through platforms they use daily. The proliferation of augmented reality applications on mobile devices is enhancing the way consumers interact with fashion products, making it easier for them to explore and purchase items from anywhere at any time. As mobile technology continues to evolve, the integration of augmented reality into mobile applications is expected to play a significant role in the growth of the augmented reality market in the fashion sector in India.

Increased Use of Augmented Reality for Marketing and Branding

The increased use of augmented reality for marketing and branding is emerging as a prominent trend in the Augmented Reality Market in the fashion industry in India. Fashion brands are increasingly adopting augmented reality technologies to create engaging and interactive marketing campaigns that capture consumer attention and enhance brand visibility. Augmented reality enables brands to develop innovative promotional content, such as interactive advertisements, virtual fashion shows, and immersive product experiences, which resonate with consumers and drive brand engagement. This trend is fueled by the desire to differentiate in a competitive market and the growing importance of digital marketing strategies in reaching target audiences. Augmented reality allows brands to create memorable and shareable experiences that can generate buzz and attract new customers. As the technology becomes more advanced and accessible, the use of augmented reality in marketing and branding is expected to become more prevalent, offering fashion brands in India new opportunities to connect with consumers and strengthen their market presence.

Segmental Insights

Application Insights

In 2024, the Virtual Try-Ons segment dominated the India Augmented Reality Market in the fashion industry and is expected to maintain its leading position throughout the forecast period. Virtual Try-Ons have gained substantial traction among Indian consumers and fashion retailers due to their ability to provide an immersive and interactive shopping experience. This application allows customers to visualize how

various clothing items and accessories will look on them without physically trying them on, addressing common concerns about fit and style in online shopping. The growing popularity of e-commerce and the increasing demand for personalized and convenient shopping experiences have further fueled the adoption of Virtual Try-Ons. Fashion retailers in India are increasingly integrating this technology into their digital platforms to enhance customer engagement and reduce return rates. The advancement of augmented reality technology and the widespread use of smartphones have made Virtual Try-Ons more accessible and effective, contributing to their dominance in the market. As the technology continues to evolve and improve, providing more accurate and realistic representations of fashion items, Virtual Try-Ons are expected to remain a key driver of growth in the augmented reality market in the fashion industry in India.

Regional Insights

In 2024, North India emerged as the dominant region in the India Augmented Reality Market in the fashion industry and is projected to sustain its leadership throughout the forecast period. North India, particularly cities like Delhi and Chandigarh, has experienced significant growth in both technological adoption and fashion retail activities. This region benefits from a large, tech-savvy population with a high affinity for digital innovations and a robust infrastructure supporting augmented reality applications. The presence of major fashion hubs, a strong e-commerce presence, and substantial investments from fashion retailers in North India have contributed to the region's dominance. Furthermore, the increasing disposable income and rising consumer demand for enhanced shopping experiences in metropolitan areas drive the adoption of augmented reality technologies. As the technology becomes more advanced and consumer expectations evolve, North India's position as a leader in the augmented reality market is expected to continue, supported by its strategic importance in the fashion industry and ongoing investments in digital transformation.

Key Market Players

Meta Platforms, Inc

Alphabet Inc

Microsoft Corporation

Snap Inc

Zappar Ltd

XREAL, Inc

VNTANA Inc

AUGMENT SAS

Blippar Ltd

Generac Power Systems, Inc

Report Scope:

In this report, the India Augmented Reality Market in Fashion has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

· India Augmented Reality Market in Fashion, By Application:

Virtual Try-Ons

Virtual Fitting Rooms

Interactive Catalogs

AR Fashion Shows

Personalized Recommendations

India Augmented Reality Market in Fashion, By Device Type:

AR Glasses

Smartphone

Tablets

AR Mirrors

India Augmented Reality Market in Fashion, By Technology:

Marker-Based AR

Markerless AR

Location-Based AR

Projection-Based AR

India Augmented Reality Market in Fashion, By End-user:

Retailers

Designers

Others

India Augmented Reality Market in Fashion, By Region:

South India

East India

North India

West India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Augmented Reality Market in Fashion.

Available Customizations:

India Augmented Reality Market in Fashion report with the given market data, TechSci

India Augmented Reality Market in Fashion By Application (Virtual Try-Ons, Virtual Fitting Rooms, Interactive...

Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON INDIA AUGMENTED REALITY MARKET IN FASHION

5. VOICE OF CUSTOMER

6. INDIA AUGMENTED REALITY MARKET IN FASHION OVERVIEW

7. INDIA AUGMENTED REALITY MARKET IN FASHION OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast

7.2.1.By Application (Virtual Try-Ons, Virtual Fitting Rooms, Interactive Catalogs, AR Fashion Shows, Personalized Recommendations)

7.2.2.By Device Type (AR Glasses, Smartphones, Tablets, AR Mirrors)

7.2.3.By Technology (Marker-Based AR, Markerless AR, Location-Based AR, Projection-Based AR)

7.2.4.By End-User (Retailers, Designers, Others)

7.2.5.By Region

7.3. By Company (2024)

7.4. Market Map

8. SOUTH INDIA AUGMENTED REALITY MARKET IN FASHION OUTLOOK

8.1. Market Size & Forecast

8.1.1.By Value

8.2. Market Share & Forecast

8.2.1.By Application

8.2.2.By Device Type

8.2.3.By Technology

8.2.4.By End-User

9. EAST INDIA AUGMENTED REALITY MARKET IN FASHION OUTLOOK

9.1. Market Size & Forecast

9.1.1.By Value

9.2. Market Share & Forecast

9.2.1.By Application

9.2.2.By Device Type

9.2.3.By Technology

9.2.4.By End-User

10. NORTH INDIA AUGMENTED REALITY MARKET IN FASHION OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Application

10.2.2. By Device Type

10.2.3. By Technology

10.2.4. By End-User

11. WEST INDIA AUGMENTED REALITY MARKET IN FASHION OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Application

11.2.2. By Device Type

11.2.3. By Technology

11.2.4. By End-User

12. MARKET DYNAMICS

12.1. Drivers

12.2. Challenges

13. MARKET TRENDS AND DEVELOPMENTS

14. COMPANY PROFILES

14.1. Meta Platforms, Inc

14.1.1. Business Overview

14.1.2. Key Revenue and Financials

14.1.3. Recent Developments

14.1.4. Key Personnel/Key Contact Person

14.1.5. Key Product/Online Training Offered

14.2. Alphabet Inc

14.2.1. Business Overview

14.2.2. Key Revenue and Financials

14.2.3. Recent Developments

14.2.4. Key Personnel/Key Contact Person

14.2.5. Key Product/Online Training Offered

14.3. Microsoft Corporation

14.3.1. Business Overview

14.3.2. Key Revenue and Financials

14.3.3. Recent Developments

14.3.4. Key Personnel/Key Contact Person

14.3.5. Key Product/Online Training Offered

14.4. Snap Inc

- 14.4.1. Business Overview
- 14.4.2. Key Revenue and Financials
- 14.4.3. Recent Developments
- 14.4.4. Key Personnel/Key Contact Person
- 14.4.5. Key Product/Online Training Offered
- 14.5. Zappar Ltd
 - 14.5.1. Business Overview
 - 14.5.2. Key Revenue and Financials
 - 14.5.3. Recent Developments
 - 14.5.4. Key Personnel/Key Contact Person
 - 14.5.5. Key Product/Online Training Offered
- 14.6. XREAL, Inc
 - 14.6.1. Business Overview
 - 14.6.2. Key Revenue and Financials
 - 14.6.3. Recent Developments
 - 14.6.4. Key Personnel/Key Contact Person
 - 14.6.5. Key Product/Online Training Offered
- 14.7. VNTANA Inc
 - 14.7.1. Business Overview
 - 14.7.2. Key Revenue and Financials
 - 14.7.3. Recent Developments
 - 14.7.4. Key Personnel/Key Contact Person
 - 14.7.5. Key Product/Online Training Offered
- 14.8. AUGMENT SAS
 - 14.8.1. Business Overview
 - 14.8.2. Key Revenue and Financials
 - 14.8.3. Recent Developments
 - 14.8.4. Key Personnel/Key Contact Person
 - 14.8.5. Key Product/Online Training Offered
- 14.9. Blippar Ltd
 - 14.9.1. Business Overview
 - 14.9.2. Key Revenue and Financials
 - 14.9.3. Recent Developments
 - 14.9.4. Key Personnel/Key Contact Person
 - 14.9.5. Key Product/Online Training Offered
- 14.10. Generac Power Systems, Inc
 - 14.10.1. Business Overview
 - 14.10.2. Key Revenue and Financials
 - 14.10.3. Recent Developments

14.10.4. Key Personnel/Key Contact Person

14.10.5. Key Product/Online Training Offered

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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