

# Global Virtual Reality and Augmented Reality Market 2016 Share, Trend, Segmentation and Forecast to 2021

*Virtual Reality and Augmented Reality in Retail - Fad or Future? global briefing offers an insight into the size and shape of the retailing industry*

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## Summary

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Euromonitor International's [Virtual Reality and Augmented Reality](#) in Retail - Fad or Future? global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

- \* Get a detailed picture of the Retailing market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## Scope

What virtual and augmented reality have to offer

Key findings

WHAT ARE VIRTUAL AND AUGMENTED REALITY?

What is virtual reality (VR)?

What is augmented reality (AR)?

FAQs: Understanding the basics

FAQs: Common confusions

WHAT POTENTIAL DOES THE TECH HOLD?

The two share something in common: Novelty

Virtual reality pros and cons

Augmented reality pros and cons

CURRENT BUSINESS PURPOSES

General business purposes for retailers

Driving traffic to stores

Marketing tools : Pre- and post-purchase services

Marketing tools : Turning this tech into the new direct response

Marketing tools : Brand experiences

Virtual storefronts

USE CASES BY CONSUMER VALUE, BUSINESS PURPOSE, AND LOCATION

Revisiting the existential questions

What value can VR and AR bring to the customer?

Predicting potential over time by business purpose: Traffic drivers

Predicting potential over time by business purpose: Marketing tools

Predicting potential over time by business purpose: Virtual stores

Location matters when you consider which technology to use

PRACTICAL CONSIDERATIONS FOR IMPLEMENTATION

Revisiting the practical questions

Who will you be targeting?

#### PRACTICAL CONSIDERATIONS FOR IMPLEMENTATION

What devices and platforms should you use?

What sort of content do you need ? What are the building blocks?

Will it go social?

#### FAD OR FUTURE?

Growth is predicted to continue regardless of retail reaction

New technology needs to reflect the customer for them to use it

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Norah Trent  
wiseguyreports  
+1 646 845 9349 / +44 208 133 9349  
email us here

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