

# Augmented Reality in Retail Market Report Study, Regional and Industry Analysis 2029

*The Global Augmented Reality In Retail Market report provides a holistic evaluation of the market.*

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/EINPresswire.com/ -- The growth of the global [augmented reality in retail market](#) is driven by growth in demand for online purchasing, easy & convenient shopping, and development of the e-commerce market.

Other factors that boost the market growth include reduction in storage cost, requirement of low inventory, and interactive user experience. However, factors such as high initial investment cost and rise in privacy concern restrain the growth of the market.

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The report segments the augmented reality in retail market on the basis of type, component, and geography. Based on type, the market is categorized into department store, supermarket, specialty stores, malls, and others.

According to component, it is classified into the hardware and software. Geographical breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

Comprehensive competitive analysis and profiles of major market players such as Atracsys LLC, Augmented Pixels, Blippar, Cognitive Operational Systems, Inc., liateR, Google Inc., Holition, Infinity AR Inc., NavVis, and Quaytech are provided in this report.



## Key Benefits:

- This report provides an extensive analysis of the current and emerging market trends and dynamics in the global augmented reality in retail market.
- In-depth analysis is done by constructing market estimations for the key market segments between 2016 and 2023.
- This report entails the detailed quantitative analysis of the current market and estimations from 2016 to 2023, which assists to identify the prevailing market opportunities.
- Extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.
- Comprehensive analysis of factors that drive and restrict the growth of the market is provided.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

## Related Reports:

1. [Augmented and Virtual Reality Market](#)
2. [Augmented Analytics Market](#)

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David Correa  
Allied Analytics LLP  
800-792-5285

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