

Virtual Reality Shopping Market to Soar, Projected to Reach \$205.03 Billion by 2028

The Business Research Company's Virtual Reality Shopping Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, June 17, 2024 /EINPresswire.com/ -- The virtual reality shopping market size has grown exponentially in recent years. It will grow from \$57.53 billion in 2023 to

\$74.56 billion in 2024 at a compound annual growth rate (CAGR) of 29.6%. Despite challenges, the market is anticipated to reach \$205.03 billion by 2028, driven by the integration of mobile VR experiences, social VR shopping, and AI-powered personalization.



The Business
Research Company

Virtual Reality Shopping Global Market Report 2024 –
Market Size, Trends, And Global Forecast 2024-2033



It will grow to \$205.03 billion in 2028 at a compound annual growth rate (CAGR) of 28.8%. ”

*The Business Research
Company*

Rising E-Commerce Industry Propels Market Growth

The rising e-commerce industry is expected to propel the [growth of the virtual reality shopping market](#) going forward. The e-commerce industry encompasses a wide range of online retail and digital transactions. Virtual reality shopping enhances the e-commerce experience by immersing customers in virtual stores, allowing them to explore products and make informed decisions from the comfort of their homes. For instance, according to the U.S.

Department of Commerce, U.S. retail e-commerce sales for the second quarter of 2023 reached \$269.5 billion, a 6.6% increase from the first quarter of 2023, and a 7.7% increase compared to the same quarter in 2022. Therefore, the rising e-commerce industry is driving the growth of the virtual reality shopping market.

Explore comprehensive insights into the global virtual reality shopping market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=13557&type=smp

Major Players and Strategic Partnerships

[Major companies operating in the virtual reality shopping market](#) include Amazon Inc., Alphabet

Inc., Samsung Electronics Co. Ltd., Microsoft Corporation, JD.com Inc., and Alibaba Group Holding Limited. These companies focus on strategic partnerships to enhance their capabilities and competitiveness. For instance, in February 2023, Alo LLC partnered with Obsess Inc. to launch a virtual reality shopping experience. The virtual store, accessible via desktop, mobile, or the Meta Quest 2 VR headset, includes beauty and wellness tutorials, allowing visitors to learn and shop Alo's collections.

Key Trends in the Market

The forecast period is expected to see significant trends in the virtual reality shopping market, including:

- Technology advancements
- Social VR shopping
- Personalization and AI-driven recommendations
- Virtual fitting rooms
- Integration with e-commerce platforms

Segments:

- Device: Gesture-Tracking Device (GTD), Head-Mounted Display (HMD), Projectors And Display Wall (PDW)
- Technology: Semi And Fully Immersive, Non-Immersive
- Component: Hardware, Software
- Application: Aerospace And Defense, Commercial, Healthcare, Enterprise, Other Applications

Geographical Insights: Asia-Pacific Leading the Market

Asia-Pacific was the largest region in the virtual reality shopping market in 2023. The regions covered in the virtual reality shopping market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

Access the complete report for an in-depth analysis of the global virtual reality shopping market: <https://www.thebusinessresearchcompany.com/report/virtual-reality-shopping-global-market-report>

Virtual Reality Shopping Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Virtual Reality Shopping Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on virtual reality shopping market size,

virtual reality shopping market drivers and trends, virtual reality shopping market major players, competitors' revenues, market positioning, and market growth across geographies. The virtual reality shopping market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

Browse Through More Similar Reports By The Business Research Company:

Virtual Reality Devices Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/virtual-reality-devices-global-market-report>

Virtual Reality Services Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/virtual-reality-services-global-market-report>

Virtual Reality In Education Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/virtual-reality-in-education-global-market-report>

About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Email: info@tbrc.info

Check out our:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Twitter: https://twitter.com/tbrc_info

Facebook: <https://www.facebook.com/TheBusinessResearchCompany>

YouTube: https://www.youtube.com/channel/UC24_f10rV8cR5DxICpgmyFQ

Blog: <https://blog.tbrc.info/>

Healthcare Blog: <https://healthcareresearchreports.com/>

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/720623740>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.