

Global Immersive Fashion Market Set For 22.8% Growth, Reaching \$5.49 Billion By 2028

The Business Research Company's Early Year-End Sale! Get up to 30% off detailed market research reports—for a limited time only!

LONDON, GREATER LONDON, UNITED KINGDOM, December 10, 2024 /EINPresswire.com/ -- The Business Research Company's Early Year-End Sale! Get up to 30% off detailed market research reports—limited time only!



The Business
Research Company

Immersive Fashion Global Market Report 2024 -
Market Size, Trends, And Global Forecast 2024-2033

What Are the Trends and Growth Projections for the Immersive Fashion Market?

“

The immersive fashion market size is expected to see exponential growth in the next few years. It will grow to \$5.49 billion in 2028 at a compound annual growth rate (CAGR) of 22.8%”

*The Business Research
Company*

The immersive fashion market has exhibited exceptional growth in recent years. The market size promises to expand from \$1.97 billion in 2023 to \$2.42 billion in 2024, with an impressive compound annual growth rate CAGR of 22.7%. This growth during the historic period can be traced back to factors such as increased online shopping, the rising popularity of personalization, a surge in virtual platforms and online communities, growing social media influence, and a heightened desire for unique experiences.

In coming years, the immersive fashion market size is slated for significant expansion. It is projected to swell to

\$5.49 billion in 2028, reflecting a similar CAGR of 22.8%. The forecast mirrors a growing willingness to pay more for products that offer immersive experiences, heightening interest in novel and interactive shopping, the younger generation's increase in digital and gaming experiences, and opportunities to enhance brand image. Notably, the chance to reduce return rates through virtual try-on also contributes to this upward trend. Technological advancements, wearable technology, digital fashion prototyping, virtual fashion shows, and a focus on sustainability are expected to be significant trends during this forecast period.

For more detailed insights, peruse our sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=19519&type=smp>

[What Is the Key Growth Driver of the Immersive Fashion Market?](#)

One of the primary propellants steering the growth of the immersive fashion market forward is the significant increase in online shopping. Online shopping, the process of purchasing goods or services over the internet from the comfort of one's own location, has seen massive growth, attributed mainly to convenience, variety in product offerings, and personalized product recommendations. The incorporation of immersive shopping experiences using virtual and augmented reality has further elevated online shopping, allowing consumers to better visualize and interact with products for a more engaging experience. For instance, in August 2024, the Census Bureau of the Department of Commerce reported that the U.S. retail e-commerce sales for the second quarter of 2024 reached an estimated \$282.3 billion, reflecting a 5.3% ± 0.7 increase from the first quarter of 2023. This steady increase in online shopping is essentially steering the immersive fashion market on its upward trajectory.

To grasp a better understanding of the market and future prospects, access the comprehensive report: <https://www.thebusinessresearchcompany.com/report/immersive-fashion-global-market-report>

[Who Are the Key Industry Players in the Immersive Fashion Market?](#)

Dominant companies operating in the immersive fashion market include Louis Vuitton Moët Hennessy LVMH, Christian Dior SE, Amazon Web Service, Nike Inc., Adidas AG, Hennes & Mauritz AB H & M, Luxottica Group S.p.A., Guccio Gucci S.p.A., Ralph Lauren Corporation, ASOS plc, Tommy Hilfiger Corporation, Snap Inc., Burberry Group plc, Hugo Boss Group, Tory Burch LLC, Zara España S.A., Farfetch Limited, Balenciaga SA, Obsess Inc., The Fabricant Agency B.V., Aura Vision Labs Ltd., and More Dash Inc DressX.

[What Are the Emerging Trends in the Immersive Fashion Market?](#)

Trends show that major players operating in the immersive fashion market are keen on developing advanced virtual try-on app experiences to enhance the overall shopping experience. These digital tools enable users to visualize how products, like clothing or accessories, will look on them using augmented reality. A key example of this trend is Balenciaga, the France-based luxury fashion house, which launched an app for the Apple Vision Pro headset in July 2024. The app provided users with exclusive drone views and stereoscopic footage of its Spring or Summer 2025 show. Through interactive lookbooks and past fashion show content, this innovative app allows users to immerse themselves in Balenciaga's collections and experience the brand in a new and exciting way. This innovation in the use of virtual and augmented reality underscores Balenciaga's commitment to enhance audience engagement and solidifies its position as a

leader in technology integration within the fashion industry.

How Is the Immersive Fashion Market Segmented?

The immersive fashion market is categorized based on several factors:

1 By Technology: Augmented Reality AR, Virtual Reality VR, Mixed Reality MR

2 By Device: Smartphones And Tablets, Computer

3 By Application: Virtual Shopping, Virtual Try-On, Virtual Fashion Shows, Virtual Design And Development

[Which Region Holds the Largest Share in the Immersive Fashion Market?](#)

Europe held the largest market share in the immersive fashion market in 2023. However, Asia-Pacific promises to be the fastest-growing region in the upcoming forecast period. The report covers dynamic markets across regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Browse Through More Similar Reports By The Business Research Company:

AI in Fashion Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/ai-in-fashion-global-market-report>

Fast Fashion Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/fast-fashion-global-market-report>

Ethical Fashion Global Market Report 2024

<https://www.thebusinessresearchcompany.com/report/ethical-fashion-global-market-report>

[About The Business Research Company](#)

Learn More About The Business Research Company. With over 15000+ reports from 27 industries covering 60+ geographies, The Business Research Company has built a reputation for offering comprehensive, data-rich research and insights. Armed with 1,500,000 datasets, the optimistic contribution of in-depth secondary research, and unique insights from industry leaders, you can get the information you need to stay ahead in the game.

Contact us at:

The Business Research Company: <https://www.thebusinessresearchcompany.com/>

Americas +1 3156230293

Asia +44 2071930708

Europe +44 2071930708

Email us at info@tbrc.info

Follow us on:

LinkedIn: [https://in.linkedin.com/company/the-business-research-](https://in.linkedin.com/company/the-business-research-company)

[company\]\(https://in.linkedin.com/company/the-business-research-company](https://in.linkedin.com/company/the-business-research-company)

YouTube:

https://www.youtube.com/channel/UC24_f10rV8cR5DxICpgmyFQ(https://www.youtube.com/channel/UC24_f10rV8cR5DxICpgmyFQ)

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

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/767429427>

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.