

Global Augmented Reality AR In Retail Market Projected To Reach \$10.50 Billion at a CAGR of 31.3% by 2029

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Augmented Reality (AR) In Retail Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034

What Are The Major Drivers And Market Projections For The AR In Retail Market?

The Augmented Reality AR in retail market size has grown exponentially in recent years. It will grow from \$2.68 billion in 2024 to \$3.53 billion in 2025 at a compound annual growth rate CAGR of 31.7%. The growth in the historic period can be attributed to increased research and

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development, increased comfort and interest shown by customers, increased competition in e-commerce, the adoption of AR in online shopping, and an increase in the penetration of smartphones.

Market Size and Projections: The AR in retail market is expected to experience a surge. It is projected to touch \$10.50 billion by 2029, growing at a CAGR of 31.3%. The anticipated expansion during the forecast period can be

attributed to the increasing number of AR users, surging investments in AR technology, the growing convenience and satisfaction of customers, the increasing adoption of digitization, and the escalating user engagement in the retail sector.

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What are the significant trends in AR's adoption in retail?

Major trends shaping the market outlook include technological advancements, collaborations and partnerships, advancements in computer vision technology, and the advent of advanced analytics and machine learning algorithms.

What Factors are Propelling the Growth of AR in Retail Market?

The increasing demand for e-commerce is expected to significantly propel the growth of augmented reality AR in the retail market going forward. The convenience of online shopping, wider choices, competitive pricing, mobile shopping growth, tech advancements, and shifting consumer behavior have all contributed to the rising demand for e-commerce.

Growth Drivers: AR in e-commerce enhances the online shopping experience by enabling virtual product try-ons, interactive 3D product visualization, immersive store experiences, and personalized recommendations. All of these advancements assist customers in making informed purchase decisions. For instance, according to the United States Census Bureau, a US-based government agency, US retail e-commerce sales for the third quarter of 2024 were estimated at around \$300.1 billion, a 2.6% ±0.4 increase compared to the second quarter of 2024.

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Who Are The Major Players In The AR In Retail Market?

Key Industry Players: Some of the major industry players operating in the AR in retail market are Amazon.com, Inc., Apple Inc., Microsoft Corporation, Meta Platforms, Inc., Lowe's Companies, Inc., Sony Group Corp., Lenovo Group Ltd., HP Inc., Qualcomm Inc., L'Oréal S.A., NVIDIA Corporation., Wayfair Inc., Snap Inc., Burberry Group plc., MAXST Co. Ltd., PTC Inc., Magic Leap Inc., Samsung Electronics Co. Ltd., HTC Corp., Kopin Corp., RealWear Inc., Vuzix Corp., Kudan Inc., NexTech AR Solutions Corp., VR Vision Inc., and Blippar Limited.

How is the AR In Retail Market Segmented?

Segments: The market is segmented based on component, technology, application, and end user. The sectors under component include hardware, software, and services while the technology is divided into Marker-Based AR, Markerless AR, Projection-Based AR, Superimposition AR, and Location-Based AR. The applications for AR in retail include Product Visualization, Virtual Try-On, Interactive Marketing, In-Store Navigation, and Customer Service. The end users for this market are retailers, consumers, and content creators.

Subsegments: The hardware category encompasses AR Head-Mounted Displays HMDs, Smart Glasses, AR Mirrors, Handheld Devices, AR Sensors, and Cameras. The software segment includes AR Development Platforms, AR Mobile Applications, AR Content Management Systems, AR Analytics Software. The services part covers Consulting Services, Integration And Deployment Services, and Support And Maintenance Services.

Which Regions Are Leading In AR In Retail Market, And What Are Their Future Projections?
Regional Insights: North America emerged as the dominant region in the AR in retail market in 2024. However, the Asia-Pacific region is anticipated to be the fastest-growing region in the future. The regions covered in our AR retail market report include Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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