

Immersive Virtual Stores Market to Hit \$12.9 Billion by 2030, Reports The Business Research Company

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[/EINPresswire.com/](https://www.thebusinessresearchcompany.com/) -- "The immersive virtual stores market is rapidly evolving as retailers and consumers alike

embrace cutting-edge technologies to transform online shopping. With the rising popularity of virtual and augmented reality, these digital retail environments are becoming a key focus for enhancing customer engagement and creating interactive experiences that go beyond traditional e-commerce. Let's explore the current market size, growth drivers, regional trends, and the future outlook for immersive virtual stores.



Expected to grow to \$12.91 billion in 2030 at a compound annual growth rate (CAGR) of 24.4%"

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Growing Market Size of Immersive Virtual Stores
The immersive virtual stores market has witnessed remarkable expansion in recent years and is set to continue this upward trajectory. From a valuation of \$4.32 billion in 2025, the market is forecast to increase to \$5.39 billion in 2026, registering a strong compound annual growth rate (CAGR) of 24.7%. This robust growth during the

historical period is mainly driven by several factors such as the rising demand for interactive online shopping, widespread adoption of augmented reality (AR) tools in retail, enhanced use of 3D product visualization, global growth of e-commerce platforms, and retailers' increasing focus on engaging digitally with customers.

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Future Growth Projections for the Immersive Virtual Stores Market

Looking ahead, the market is expected to grow substantially, reaching \$12.91 billion by 2030 with



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a CAGR of 24.4%. This forecast period's growth is supported by the deeper integration of virtual reality (VR) commerce into omnichannel retail strategies, wider adoption of cloud-based immersive store platforms, and a growing appetite for personalized, immersive digital shopping journeys. Additionally, expansion into virtual real estate and showroom applications, along with rising investments from retailers in experiential digital branding, will fuel further market development. Key trends anticipated include advancements in real-time 3D rendering technology, AI-driven virtual try-on systems, web-based immersive environments, spatial computing, mixed reality innovations, and improvements in 3D content creation workflows.

Understanding Immersive Virtual Stores

An immersive virtual store represents a digitally constructed retail space where shoppers can interact with products and services through virtual reality or augmented reality technology. Customers gain the ability to walk through virtual aisles, inspect products from various angles, and engage with lifelike simulations of shopping experiences. These virtual environments leverage high-quality graphics, interactive user interfaces, and real-time data to deliver a seamless, engaging shopping experience that removes the limitations of physical store locations.

View the full immersive virtual stores market report:

<https://www.thebusinessresearchcompany.com/report/immersive-virtual-stores-market-report>

How Increasing Smartphone Use Fuels Immersive Virtual Stores Market Growth

One of the primary factors propelling the immersive virtual stores market is the surge in smartphone usage worldwide. Smartphones, as advanced mobile devices with internet access and app capabilities, allow consumers to shop online anytime and anywhere, supported by expanding mobile internet connectivity. These devices serve as convenient platforms for AR and VR shopping experiences, enhancing customer interaction through real-time product visualization, tailored recommendations, and smooth purchasing processes. For example, a November 2024 report by Eurostat showed that in 2023, about 89% of urban EU residents aged 16 to 74 used smartphones to access the internet, compared to 86% in towns and suburbs and 82% in rural areas. This widespread smartphone penetration is a significant driver behind the immersive virtual stores market expansion.

Regional Market Trends in Immersive Virtual Stores

In 2025, North America held the largest share of the immersive virtual stores market, reflecting strong adoption of advanced retail technologies. Meanwhile, the Asia-Pacific region is projected to be the fastest-growing market throughout the forecast period. The market overview includes key regions such as Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive view of global market dynamics and growth opportunities.

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