

Augmented Reality in Retail Industry 2019-Industry Analysis & Future Development Till 2025

Pune, Mar 4, 2019 (IssueWire.com) - Global Augmented Reality in Retail Industry was valued at USD 0.90 Billion in the year 2017. Global Augmented Reality in Retail Industry is further estimated to grow at a CAGR of 45.7% from 2019 to reach USD 17.42 Billion by the year 2025. North America region holds the highest Industry share in 2017 and Asia-Pacific Industry is considered as the fastest growing Industry in the forecasted period. At the country level, developed industries like the U.S holds the notable Industry share in 2017 and it is projected to grow at a gradual rate in the coming years.

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Major market players in Augmented Reality in Retail Industry are Alphabet Inc., Apple Inc., PTC Inc., Microsoft Corp., Blippar, Augment, Wikitude GmbH, ViewAR - Augmented Reality, Marxent-Patents Pending, Zugara Inc., and a brief overview of 9 companies are also provided in the report.

The SWOT analysis of Augmented Reality in Retail Industry:

Strength:

Rising smartphone penetration tends to the growth of AR Apps

Weakness:

Security and privacy concerns

Opportunities:

Increasing investment in the retail sector

Threats:

Lack of expertise

The global Augmented Reality in Retail Industry has been segmented into Offering, Technology, Device Type, Retail Type and region. Based on Retail Type, the Furniture and Lighting segment is projected to lead the Industry from 2019 to 2025.

Augmented Reality in Retail Industry Segmentation:

By Technology

- Marker-less Augmented Reality
 - o Image Processing Based
 - o Model-Based
- Marker-based Augmented Reality
 - o Active Marker
 - o Passive Marker

By Retail Type

- Apparel Fitting
- Furniture and Lighting
- Grocery Shopping Jewelry
- Beauty and Cosmetics
- Footwear
- Others

By Offering

- Software and Services
 - o Services
 - o Software Development Kits
- Hardware
 - o Cameras
 - o Sensors
 - o Displays & Projectors
 - o Semiconductor Components

By Device Type

- Handheld Device
- Head-Mounted Display (HMD)
- Smart AR Mirror

By Region

- North America
 - o USA
 - o Canada
- Europe
 - o Germany
 - o U.K.
 - o France
 - o Italy
 - o Rest of Europe
- APAC
 - o China
 - o India
 - o Japan
 - o Rest of Asia-Pacific
- RoW
 - o Latin America
 - o Middle East & Africa

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Source : Global Report Store

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