

## **Virtual Reality and Augmented Reality Market Global Industry Analysis and Opportunity and Forecast 2017 to 2022**

*Virtual Reality and Augmented Reality in Retail - Fad or Future? global briefing offers an insight into the size and shape of the retailing industry*

Virtual Reality and Augmented Reality in Retail - Fad or Future? global briefing offers an insight into the size and shape of the retailing industry Pune, India - April 18, 2017 /MarketMedia/ -- Summary Request a Sample Report @ <https://www.wiseguyreports.com/sample-request/858561-virtual-reality-and-augmented-reality-in-retail-fad-or-future>

Euromonitor International's Virtual Reality and Augmented Reality in Retail - Fad or Future? global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Retailing market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

What virtual and augmented reality have to offer

Key findings

WHAT ARE VIRTUAL AND AUGMENTED REALITY?

What is virtual reality (VR)?

What is augmented reality (AR)?

FAQs: Understanding the basics

FAQs: Common confusions

WHAT POTENTIAL DOES THE TECH HOLD?

The two share something in common: Novelty

Virtual reality pros and cons

Augmented reality pros and cons

**CURRENT BUSINESS PURPOSES**

General business purposes for retailers  
Driving traffic to stores  
Marketing tools : Pre- and post-purchase services  
Marketing tools : Turning this tech into the new direct response  
Marketing tools : Brand experiences  
Virtual storefronts

**USE CASES BY CONSUMER VALUE, BUSINESS PURPOSE, AND LOCATION**

Revisiting the existential questions  
What value can VR and AR bring to the customer?  
Predicting potential over time by business purpose: Traffic drivers  
Predicting potential over time by business purpose: Marketing tools  
Predicting potential over time by business purpose: Virtual stores  
Location matters when you consider which technology to use

**PRACTICAL CONSIDERATIONS FOR IMPLEMENTATION**

Revisiting the practical questions  
Who will you be targeting?  
**PRACTICAL CONSIDERATIONS FOR IMPLEMENTATION**  
What devices and platforms should you use?  
What sort of content do you need ? What are the building blocks?  
Will it go social?

**FAD OR FUTURE?**

Growth is predicted to continue regardless of retail reaction  
New technology needs to reflect the customer for them to use it

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**Keywords**

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