



Augmented Reality & Virtual Reality Market is being employed in Commerce Industry to enrich the user experience

Augmented Reality (AR) and Virtual Reality (VR) have attempted to change the way people spend their time to purchase a product.

HYDERABAD, TELANGANA, INDIA, September 12, 2018 /EINPresswire.com/ -- [Augmented Reality](#) (AR) and [Virtual Reality](#) (VR) have attempted to change the way people spend their time to purchase a product. Usually, people visit a physical store and look for the type of product they want in the respective section, and then navigate to the counter and complete the purchase. In the meantime, they would also observe other products from nearby shelves. Not only this, businesses have to interact with other businesses by visiting or sending prototypes of products in order to decide upon making a deal. In the present e-commerce industry, people visit websites to purchase products. They often view and compare similar items before making a purchase. Artificial intelligence, with the help of machine learning, uses the browsing history of individual buyers to understand their preferences.

Retail is a part of commerce. Commerce accounts for all transactions that involve purchase and sale. It does not just include sales of goods and services from businesses to consumers, but also include sales of goods and services from business to business, and consumer to consumer. Companies that provide services such as transportation, banking, and so on, are also part of commerce.

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<https://industryarc.com/Report/16346/augmented-reality-virtual-reality-market-for-commerce-industry.html>

The key challenges in the implementation of AR and VR are the experience and costs, and the legality. The AR experiences by large scale businesses and retailers may be better than those that operate on a smaller scale. The experiences can vary on a lot of factors as people would look for convenience and ease of use.

Digital fatigue and over-usage of AR/VR will affect the usage in the long run. The long-term effects of using a headset may cause sickness symptoms. Apart from feeling sick, one may also feel tired from engaging with digital content throughout the day. Businesses will have to try to keep the usage to a minimal scale; for example, a person wanting to buy shoes can open the specific application, choose the product and make a decision in a few minutes as compared to a few hours.

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The key benefits of augmented reality and virtual reality are time savings, and global digital connectivity. Consumers save a lot of time while making any purchase; for example, they may save time in trying a product, viewing a flat, or re-decorating a flat. Businesses also save time in viewing details of components and product prototypes. Another key benefit is the low

requirement of stock. Businesses do not have to keep excess stock and can choose to showcase their products and have them delivered at a later date, such as in the case of furniture, cars, and so on.

Big data and block chain are also key emerging technologies and can be integrated alongside AR and VR to further drive the market. It can be predicted that businesses would be able to gather a lot of data from AR and VR usage for immediate analysis and further update their decisions based on the analysis. The usage of AR and VR is expected to grow exponentially and more applications are anticipated to be launched in the near future.

Augmented and Virtual reality in commerce industry market report is segmented as indicated below:

1. AR & VR In The Commerce Industry – By Type

1.1. Introduction

1.2. Augmented Reality

1.2.1. Software

1.2.2. Service

1.3. Virtual Reality

1.3.1. Software

1.3.2. Service

2. AR & VR In The Commerce Industry – By Application

2.1. Introduction

2.2. Gaming

2.3. Home-furnishing

2.4. Hospitality

2.5. Real Estate

2.6. Fashion

2.7. Automotive

2.8. Education

2.9. Art & Entertainment

2.9.1. Sport

2.9.2. Film

2.9.3. Concert & Event

2.9.4. Literature

2.10. Others

3. AR & VR in Commerce Industry – By Market entropy

4. AR & VR in Commerce Industry – By Geography

Companies Cited/Interviewed/Referenced

Amazon

Sephora

IKEA

GAP

Michael Kors

BMW

Converse (Owned by Nike)

Company 10+

Related Reports:

A. Augmented Reality and Virtual Reality market for Gaming Industry

<https://industryarc.com/Report/16349/augmented-reality-virtual-reality-market-for-gaming-industry.html>

B. Augmented Reality and Virtual Reality Market for Healthcare

<https://industryarc.com/Report/78/augmented-reality-and-virtual-reality.html>

What can you expect from the report?

The Augmented and Virtual reality in commerce Industry Report is Prepared with the Main Agenda to Cover the following 20 points:

1. Market Size by Product Categories
2. Market trends
3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis (By Revenue & Volume)
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Augmented and Virtual reality in commerce Industry?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Augmented and Virtual reality in commerce Industry (2018-2023)
2. South America Augmented and Virtual reality in commerce Industry (2018-2023)
3. Europe Augmented and Virtual reality in commerce Industry (2018-2023)
4. Asia Pacific Augmented and Virtual reality in commerce Industry (2018-2023)
5. Middle East and Africa Augmented and Virtual reality in commerce Industry (2018-2023)
6. Software Augmented and Virtual reality in commerce Industry (2018-2023)
7. Art & Entertainment Augmented and Virtual reality in commerce Industry (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

Any other custom requirements can be discussed with our team, drop an e-mail to

sales@industryarc.com to discuss more about our consulting services.

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<https://industryarc.com/subscription.php>

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We look forward to support the client to be able to better address their customer needs, stay ahead in the market, become the top competitor and get real-time recommendations on business strategies and deals. Contact us to find out how we can help you today.

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