

Digital Innovators: Augmented Reality and Virtual Reality

June 2020

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INTRODUCTION

Scope

Key findings

DIGITAL INNOVATORS: AR/VR

What are “Augmented Reality” and “Virtual Reality”?

How the path to purchase can be enhanced by AR/VR

Though not nascent, AR/VR usage has not yet fully evolved

Usage has progressed beyond gaming during the past year

As digital commerce advances, digital engagement becomes key

AR/VR has most impacted brand engagement in the past year

CASE STUDIES: AR/VR

Case study: TIME Immersive to offer visual story telling

Case study: Gucci offers customers to try on shoes

Case study: Hisense Home AR recommends best fitting appliance

Case study: IKEA Immerse – beyond just 3D

Case study: Warby Parker goes from home try-on to virtual try-on

Case study: Emirates offers in-flight immersive 3D 360 view

Case study: Swiss Railways integrates AR for improved mobility

Case study: Healium offers virtual meditation powered by the brain

Case study: Menu AR offers 360 degree preview for food ordering

PROSPECTS

Greatest barriers to investment in AR/VR– Pre-COVID viewpoint

More players rank AR/VR among top five technologies of the future

COVID-19 is expected to change the future of AR/VR

Best suited industries to increase AR/VR application – post COVID

Why now is the right time to invest in AR/VR

ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry survey series

Industry focus of company among Voice of the Industry respondents

Geographic focus of Voice of the Industry respondents

About Euromonitor International

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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