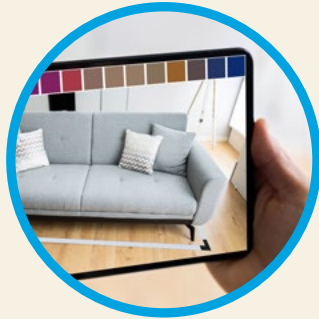


# The future of retail is 'phygital'

Advances in AR, VR, and AI are transforming the shopping experience

Retailers are developing immersive shopping experiences that combine the best of online and in-store shopping



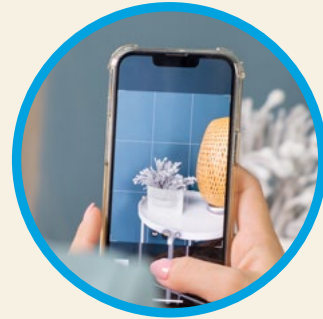
#### Virtual try-on

Try-on virtual products using AR/VR



#### In-store AR

Immersive in-store experiences with AR



#### Visual search

Product search and discovery using a smartphone camera



#### Virtual showrooms

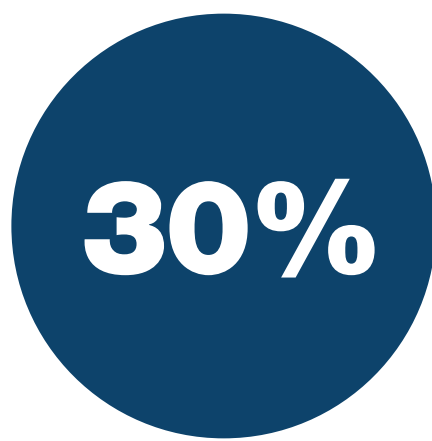
Exploring digital showrooms in VR



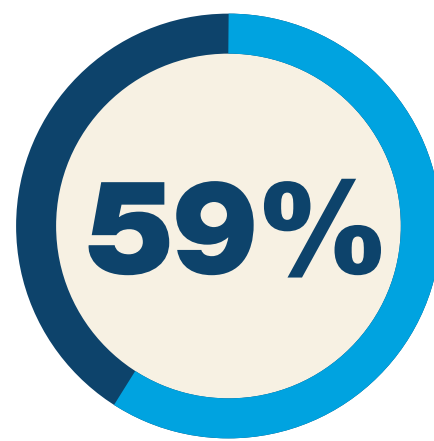
#### 3D modeling

3D digital models of real-world products

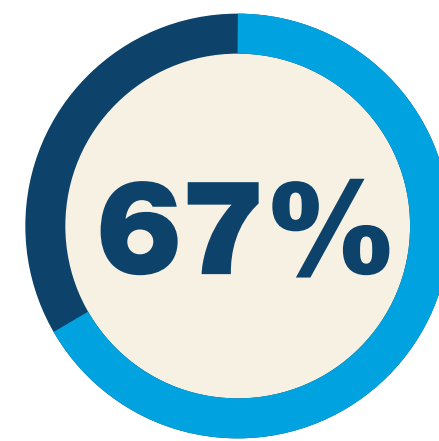
Consumers are excited to engage with these immersive shopping experiences, but less than a third of consumers have tried them



of consumers have engaged with immersive shopping experiences



of consumers are excited by how AR and VR can augment their shopping experience



of consumers are excited by how 3D modelling can augment their shopping experience

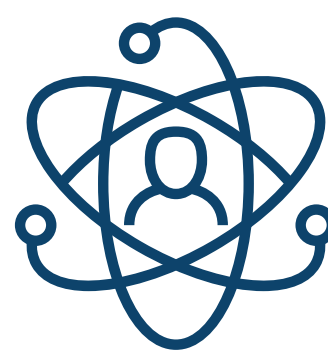
Consumers who have tried immersive shopping want their favourite brands to create more



76%

of consumers who have used immersive shopping experiences want to see their favourite brands offer them

Retailers believe that immersive shopping experiences will be commonplace in the next 5 years



80%

of retailers believe that in five years' time, most ecommerce retailers will have built immersive shopping experiences

By embracing digital technologies, brands can deliver more immersive, interactive, and integrated experiences to shoppers

In 2023, leading brands will embrace the latest advances in computer vision, **AR**, and **VR** to deliver more **immersive** and **interactive** ways to shop that combine the best of both digital and physical commerce

Read more in Acxiom's Customer Experience Trends for 2023