



How Immersive Technologies Blend Physical and Digital Retail

Today's leading retailers are blending physical and digital touchpoints—and redefining the customer experience in the process.

In this new landscape, advanced technologies such as Augmented Reality (AR), Virtual Reality (VR), and Artificial Intelligence (AI) combine with cutting-edge engagement methods like livestream shopping and virtual clienteling—all enabled by advanced networking and connectivity. Together, these tools are revolutionizing consumer engagement, changing the ways shoppers interact with brands and their products.

Brick and mortar's staying power:

After years of e-commerce innovation, customers still crave in-person experience.

By 2027

72%

of all shopping will still happen in physical stores.¹

The Tech Driving Retail's Engagement Revolution

Augmented Reality (AR) and Virtual Reality (VR)

These allow for more engaging product interactions, like virtual try-ons and in-store simulations. Envision a cell phone camera overlay that lets you see how a lamp might look in your dining room, or a digital mirror at a fashion retailer that lets you virtually try on multiple outfits.



1.7 billion

The number of global AR device users expected by the end of 2024.²



38%

The share of retail customers who say they are interested³ in trying AR and VR during the shopping process.



46%

The percentage of digital business strategy decision makers already investing in Augmented Reality.⁴



49%

The percentage of digital business strategy decision makers already investing in Virtual Reality.⁴



Livestream Shopping

Livestream Shopping got an explosive start in Asia during the pandemic and has found a firm foothold domestically, with the market expected to hit **\$68 billion by 2026.**⁵ The modern answer to TV shopping programs, livestream

shopping allows retailers to stream live video directly from brick-and-mortar locations, with shoppers tuning in to interact with hosts and make purchases directly from the live video feed.



By 2026

10-20%

Livestream shopping's expected share⁶ of total e-commerce transactions.



49%

The percentage of U.S. shoppers⁷ who say they want to see more products available via live shopping formats.



\$1K

Annual spending⁸ on live shopping among frequent live commerce users in the U.S.

Virtual Clienteling

Virtual clienteling, long dominant in luxury retail, has broader relevance in a digital landscape that integrates virtual and in-store experiences. Utilizing brand apps and 1:1 video chats, retailers, interacting with online shoppers, can offer a highly personalized experience based on purchase history and preferences, aiming to increase customer lifetime value.



75%

The percentage of retailers expected to enable clienteling⁹ and other customer experience processes via mobile devices and wearables by 2025.

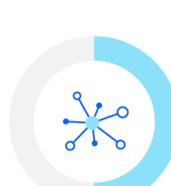


200%

Increase in customer retention rates¹⁰ associated with clienteling.

Artificial Intelligence

Artificial Intelligence will increasingly enable rich, real-time personalization in retail. AI can enhance engagement with personalized product recommendations, dynamic pricing strategies, and generative AI chatbots, while also helping predict consumer shopping patterns and preferences.



50%

The share of retailers expected to offer AI-enabled contextualized recommendations¹¹ by 2028.



29%

The share of retailers actively investing¹² in generative AI.



46%

The share of retailers actively exploring¹² generative AI use cases.

Learn more about how Comcast Business is helping retailers leverage technology to power customer and employee experiences.

[Learn more](#)

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