



## 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—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.<sup>1</sup>

## 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.



### Livestream Shopping

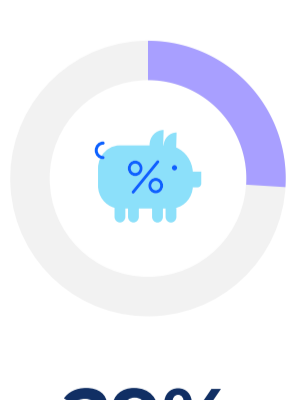
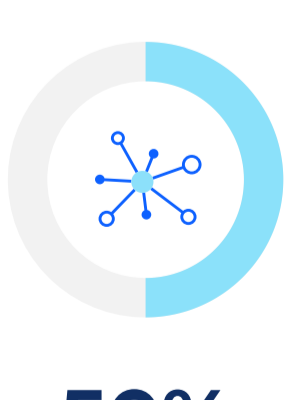
Livestream Shopping got an explosive start in Asia during the pandemic and has found a firm foothold domestically, with the market expected to hit **\$68 billion by 2026.**<sup>5</sup> The modern answer to TV shopping programs, livestream

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.



### 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.



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

[Learn more](#)

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