

# AR/VR shopping still hasn't reached 90% of US adults

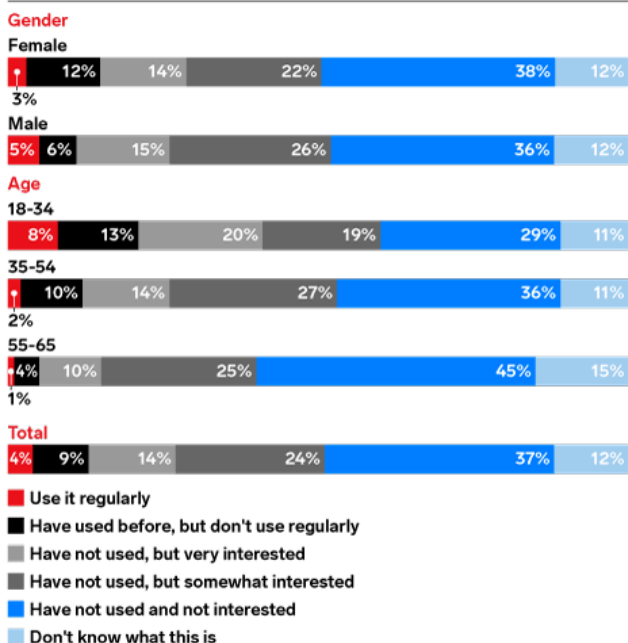
Article

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Only **13%** of US adults have used augmented reality (AR) or virtual reality (VR) while shopping. Though the overwhelming majority have not, **38%** are at least somewhat interested in trying the tech.

## How Interested Are US Adults in Using AR\*/VR While Shopping?

% of respondents, by demographic, Aug 2022



Note: numbers may not add up to 100% due to rounding; \*for example, trying on clothing or makeup by superimposing an image onto themselves

Source: "The Insider Intelligence Ecommerce Survey" conducted in Aug 2022 by Bizrate Insights, Aug 24, 2022

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**Beyond the chart:** AR-based try-on ranked as the least important **social commerce feature** in our June survey of US social media users. Respondents were more focused on simple returns and good customer service.

As the holiday season gets underway, just **5%** of US internet users expect to shop with VR, and **6%** with AR, per a Deloitte study from September. So even as companies like Meta and Snap invest heavily in this tech, most shoppers don't see themselves using it.

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*Methodology: Data is from the August 2022 "The Insider Intelligence Ecommerce Survey" conducted by Bizrate Insights. 1,034 US adults ages 18-65 were surveyed online during August 2-23, 2022. Respondents identified as female (51%) and male (49%) and were ages 18-34 (33%), 35-54 (33%), and 55-65 (34%). Data has a margin of error of +/-3 percentage*

*points at the 95% confidence interval. Respondents were members of Bizrate Rewards, the Bizrate Consumer Panel operated by Bizrate Insights, which is comprised of over 2 million panelists who provide feedback based on their experiences and opinions. The Bizrate Rewards panel is comprised of a broad demographic profile which represents a sampling of all ages, education levels, genders, and incomes. At the time of joining the panel, each panelist stated they had shopped online. In exchange for providing feedback, panelists have the opportunity to earn points, which can be exchanged for electronic gift cards. This survey, provided by Bizrate Insights on behalf of Insider Intelligence, provides a monthly consumer pulse of digital shopping behavior and intent.*