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Retailers: What to Consider as You Offer Virtual Try-On Features

Online shopping has come a long way in providing consumers with a vision of how products might look on them. Product pages show the clothing on models of different sizes and cosmetics on models in a variety of skin tones. The trend toward using AR to offer virtual try-on features suggests that people still want to see how a product looks on them.

In a 2019 (read, pre-pandemic) NielsenIQ global survey, 51% of consumers expressed willingness to use AR/VR to assess products. In 2020, a Shopify report found that enabling consumers to interact with products virtually led to a 94% higher conversion rate.

[Read the full article on *Retail Touch Points*.](#)

Authors

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