The following report is a deep dive into how Snapchatters are using AR in the United Kingdom based on the Snap Consumer AR Global Report.
For a more comprehensive market view, please read the Snap Consumer AR Global Report.
AR is a critical tool for brands to stand out and deliver customer value and confidence.

Introduction
AR is the next form of mobile engagement, elevating the consumer experience and setting new expectations for digital engagement.

AR’s Impact on Brands
AR is a critical tool for brands to stand out and deliver customer value and confidence.

AR is Evolving Fast
AR cannot be ignored as the new, rapidly-growing consumer experience that will soon be everywhere, all the time.

AR is Here Today and Here to Stay
AR is already here, widely recognized as both fun and useful and driving fast adoption and growth.

Conclusion
There is an imperative to meet consumer’s AR demand, and now is the time to act for brands, platforms, and developers.
Introduction
AR adoption is tracking with the mobile usage boom - by 2025, almost 45% of the UK’s population and almost all people who use social / communication apps will be frequent AR users.

73% of people successfully identify AR when they see it, but when talking about it, they have a hard time defining or describing what it is.

67% of Snapchatters in the UK and across generations use AR to have fun; the majority are discovering AR through social / communications apps.

AR is generally seen as a “toy”, but 69% of people expect and desire to use it as a practical “tool” in their everyday lives.

Interacting with products that have AR experiences leads to a 94% higher conversion rate.

Key Takeaways
There is something really unique happening right now – an incredible number of hobbyists and professionals are using AR. Downloading tools across the Snap AR platform. They’re taking time to learn, they’re curious.”

**AR is growing**

By 2025, almost 45% of the UK’s population* and almost all people who use social / communication apps will be frequent AR users.¹

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**Frequent AR Consumers**

*Based on people ages 13-69 who use social / communication apps*

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¹ Frequent AR Consumers based on people who use AR weekly or daily from 2021 Global Deloitte Digital Study commissioned by Snap Inc.

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Note: 2021 AR Consumers based on people ages 13-69 (based on UN World Population Prospects 2019)

**2020** to **2022** forecasted to be with **2023** growth rate of smartphone users since AR is in the “Toy-Phase” of adoption of new tech at scale. This transition took place with mobile phones, one can argue that AR was when games like ‘Snake’ started being available (e.g., 1997 Nokia 6110 device released, 1999 emojis were invented, 2000 Nokia 3310 launched, and the first commercially available camera phone launched in Japan).

---

*Global population includes people ages 13-69 (based on UN World Population Prospects 2019)
Younger generations and Snapchatters are driving AR growth

**Age Differences**

Younger people are 84% more likely to use AR,¹ and they are 35% more likely to believe AR is important in their lives.²

But, AR is not just for Gen Z; Millennials and Gen X show the highest affinity for AR.³

Snapchatters are 2.4x as likely to use AR to connect with others.⁴

Snapchatters are 51% more likely than Non-Snapchatters to try new tech, like AR, before their friends and family.⁵

---

¹: 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Base = Age 13-24 (n=56), Age 25+ (n=36)
Q: How familiar are you with AR? | A: I use AR all the time

²: Base = Age 13-17 (n=61), Age 35-44 (n=52)
Q: AR is important to me / AR is not important to me | A: Agree much more with A, Agree somewhat more with A

³: Publicis Groupe & Snap Inc. Study
Base: Gen Z (n=1,261), Millennials (n=1,632), Gen X (n=1,107)
QP7A: Thinking about your expected use of AR technology post-COVID, do you expect to start using AR? Please select one response

⁴: 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Base = Snapchatters (n=131), Non-Snapchatters (n=56)
Q: Why do you use AR?

⁵: Base = Snapchatters (n=94), Non-Snapchatters (n=63)
Q: We’re curious about your feelings towards technology in general. Please select the answer you agree with most.
"As AR evolves, it will revolutionize our lives and will become as significant of a technology shift as the web or mobile was to society, changing how we view and interact with the world around us."

Allan Cook
Digital Reality Business Leader
Deloitte Digital
AR’s Impact on Brands
A lot of people are using AR to make purchase decisions... and plan to keep doing so

There are 100 million consumers shopping with AR online and in-stores.¹

89% of Snapchatters agree they’ll use AR the same or more when shopping next year.²

¹: Press Release
²: 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Base: 1 Snapchatters (n=191)
Q: Will you use AR while browsing and/or shopping more or less than last year?
AR captures consumer attention

AR delivers almost 2x the levels of visual attention compared to their non-AR equivalent, leading to improved memories and more powerful responses from consumers.¹

Snapchatters who frequently use AR with their family and friends are 53% more likely to pay attention to a brand.²

Brands and people connect better with AR experiences

~20%

more likely to be considered if they have a branded AR experience.\(^1\)

Snapchatters are 45% more likely than Non-Snapchatters to share a brand’s AR experience with friends and family.\(^2\)

\(^1\) 2021 Global Deloitte Digital Study commissioned by Snap Inc.

\(^2\) Base = Snapchatters (n=94), Non-Snapchatters (n=66)
AR builds consumer confidence

43% of Snapchatters agree that AR makes browsing and/or shopping more rewarding.¹

Over half of people want to use AR technology to assess products, allowing for a risk free, “try-before you buy”, experience.²

Nearly 3 in 4 consumers say they're willing to pay more for a product that promises the total transparency that AR can provide.³

Returns are a $550 billion problem, which AR can help fix. AR-guided purchases led to a 25% decrease in returns.⁴
The results are in 🎉
adidas has been able leverage AR in a way that has made consumers aware of their company values (sustainability leadership), which has played a large role in engaging consumers.”

Lara Bean
Senior Manager Operations and Digital Optimisation
adidas

AR interactions drive conversion

Interacting with products that have AR experiences leads to a 94% higher conversion rate, as individuals can better assess them and feel connected with brands.¹

Snapchatters who have interacted with a brand’s AR experience are almost 20% more likely to purchase products through the app where they saw it.²

¹: Harvard Business Review, “How AR is Readying Retail in the Pandemic”
²: 2021 Global Deloitte Digital Study commissioned by Snap Inc.

Base = Snapchatters (n=85)

Q: Sometimes brands will create AR experiences through an app camera (e.g., a big movie company makes an AR experience where the heroes of a movie are fighting next to you, or a restaurant provides you a lens/filter/effect that lets you see you as a hamburger). What impact, if any, does interacting with that AR experience have on your perception of the brand? A: I am more likely to purchase their products through the brand’s website.
AR connections drive revenue

Consumers who view AR as a social activity are **42% more likely** to purchase products from the brand.¹

- Snapchatters are **105% more likely** than Non-Snapchatters to have over half of their friends and family using AR.²
- Snapchatters share AR photos and videos with friends and/or family **115% more** than Non-Snapchatters.³

---

¹: 2021 Global Deloitte Digital Study commissioned by Snap Inc. 
Base = AR is a group activity - Agree much more / somewhat more with (n=59), Aggregate (n=122) 
Q: AR is a group activity / AR is a solo activity | A: Agree much more / somewhat more with A | Q: Sometimes brands will create AR experiences through an app camera (e.g., a movie studio captures makes an AR experience where the heroes of a movie are fighting next to you, or a restaurant provides you a lens/filter/AR that turns you into a hamburger). What impact, if any, does this have on your perception of a brand? | A: I am more likely to purchase the products through the brand’s app where I saw the brand’s AR experience | 2: Snapperters (n=82), Non-Snapperters (n=41) 
Q: How many of your friends and family do you think use AR today? | A: 60-80%, Over 80% | 3: Snapperters (n=146), Non-Snapperters (n=69) 
Q: How often do you capture or share photos and videos with your friends and/or family? | A: Several times each day
AR is Evolving Fast
On Snapchat, there are **22 Million** AR photos and / or videos are taken daily by consumers. AR use will grow with an increase in awareness and access to AR experiences and content.

On Snapchat, there are **500 million minutes** of AR playtime per day on average.²

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**AR Photos / Videos Per Day**¹

**Generation Breakout of Daily AR Photos / Videos Created**

<table>
<thead>
<tr>
<th>Year</th>
<th>Boomer</th>
<th>Gen X</th>
<th>Millennial</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>22.2M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>24.8M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>30.7M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>52.9M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>84.2M</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2021-2025 CAGR of AR Photos / Videos per Day.¹**

1: See additional methodology details in appendix. CAGR: 4-year compounded annual growth rate that measures the annual increase in AR Photos / Videos per day from 2021 to 2025.

2: Snap Inc. internal data Q1 2020.
AR is Here Today and Here to Stay
Where do Snapchatters use AR most today?

84% of Snapchatters use AR primarily in their homes.\(^1\)

Snapchatters predominantly use AR at home and do so for a wide range of uses.

What are Snapchatters using AR for at home?\(^2\)

- **Communication** 75%
- **Media & Entertainment** 29%
- **Gaming** 32%
- **Shopping** 26%

Today’s use cases most align with activities you would do at home, and 91% say they will use AR at home the same or more than last year.\(^3\)

---

\(^1\) 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base = Snapchatters (n=421). Q: Where do you typically use AR? Please rank the locations from where you use AR the most to the least. A: At Home Rank 1st.

\(^2\) 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base = Snapchatters at home – Communication (n=314), M&E (n=121), Gaming (n=133), Shopping (n=108). Q: Where do you typically use AR? Please rank the locations from where you use AR the most to the least. A: At Home Rank 1st.

\(^3\) 2021 Global Deloitte Digital Study commissioned by Snap Inc. Base = Snapchatters (n=477). Q: How will your total AR usage compare to last year? A: I will use AR more than last year, I will use AR about the same amount as last year.

Note: Across all 15 markets, the 2021 Global Deloitte Digital Study commissioned by Snap Inc. in field from February 23, 2021 to April 5, 2021. Since the survey was conducted during the COVID-19 pandemic, primary usage of AR in consumers’ homes may be higher than normal.
How are Snapchatters learning about AR?

76%

learn about AR from social / communication channels and networking.¹

People who see AR as a group activity are **115% more likely** to see AR everywhere.²
Why do they use AR?

TECH: OSMOSIS
“I didn’t even realize I was using it”

TOY: JOY
“I want to have fun and connect with friends”

TOOL: UTILITY
“I need to and it’s useful”

TOTALITY: UBIQUITY
“It’s everywhere and commonplace”
“The key is harnessing AR in a very intuitive way. Partnering with Snap allows us to bring our products to life in an exciting new way.”

Shane Horneij
Senior Director
Performance Marketing King
What are Snapchatters using AR for, today?

- **Communication**: 44% to be more creative
- **Gaming**: 46% to make gameplay more interactive
- **Media**: 36% to make what they are watching more enjoyable
- **Shopping**: 45% to try products out

1: Base = Snapchatters (n=84)
2: Base = Snapchatters (n=94)
3: Base = Snapchatters (n=52)
4: Base = Snapchatters (n=96)
**What are Snapchatter shoppers using AR for, today?**

1. 2021 Global Deloitte Digital Study commissioned by Snap Inc.
2. Base: AR shoppers (n=454), Beauty and wellness (n=93), Household goods (n=79), Telecommunications (n=76), Restaurants / food delivery (n=55), Entertainment (n=85), Home décor (n=134), Automotive (n=49), Travel (n=84).

<table>
<thead>
<tr>
<th>Category</th>
<th>AR Shopping Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Décor</td>
<td>62%</td>
</tr>
<tr>
<td>Household goods</td>
<td>37%</td>
</tr>
<tr>
<td>Retail</td>
<td>61%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>35%</td>
</tr>
<tr>
<td>Beauty and Wellness</td>
<td>43%</td>
</tr>
<tr>
<td>Restaurant &amp; Food Delivery</td>
<td>25%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>40%</td>
</tr>
<tr>
<td>Automotive</td>
<td>23%</td>
</tr>
<tr>
<td>Travel</td>
<td>39%</td>
</tr>
</tbody>
</table>
What are Snapchatter shoppers using AR for, today?¹

AR is a natural extension of the shopping experience, aiding in decision making

54% discovered it as part of browsing or shopping¹

55% of shoppers are likely to use AR when they come across it²

45% help shoppers try out products³

1: 2021 Global Deloitte Digital Study commissioned by Snap Inc.
2: Base = Snapchatters (n=117)
3: Base = Snapchatters (n=119)

Q: How have you found AR while browsing and/or shopping?
Q: If you come across AR while browsing and/or shopping, how likely are you to try it? A: Somewhat/Very likely
Q: How does AR impact your browsing and/or shopping experience?
2 in 3 Snapchatters believe that AR will be important in their lives in the next 5 years.¹

Next year, Snapchatters plan on using AR more in 4 key growth areas.

- **Media²** 32%
- **Communications³** 23%
- **Gaming⁴** 21%
- **Shopping⁵** 20%

17% want to create their own interactive media plots by guiding characters through a script.⁶

24% want to customize environments to their own imagination and share with others.⁶

31% want to project their AR avatar into their favorite games, media & entertainment.⁶

50% want to readily view information about an item or product as soon as it’s scanned with the phone camera.⁵

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¹ 2021 Global Deloitte Digital Study commissioned by Snap Inc.
² Base = Snapchatters (n=383)
³ Q: How useful and/or important do you think AR will be in 5 years?
⁴ Q: How would you like to use AR in the next year to enhance the way you view sports, concerts, movies, and TV?
⁵ Q: How do you feel about AR on social media, communication, and camera apps?
⁶ Q: Will you use AR in gaming more or less than last year?
Utility is a primary driver for future AR usage¹

TV & Sports

Instructions

↑135%

Learn Something New

↑110%

Navigation

↑67%

Communicate

↑13%

Improve Shopping

↑44%

¹ 2021 Global Deloitte Digital Study commissioned by Snap Inc.
Consumers are becoming creators

Everyday consumers have more access to technology tools that enable them to be creators of digital content.

AR is a creative vehicle

48% believe AR allows them to be more creative.\(^1\)

26% believe they are AR creators in their everyday lives.\(^2\)

Snapchatters are 2.3x as likely to be AR creators.\(^3\)

37% Snapchatters

37% Snapchatters

16% Non-Snapchatters

37% Snapchatters

16% Non-Snapchatters

have used tools to create AR.

\(^1\) 2021 Global Deloitte Digital Study commissioned by Snap Inc.

\(^2\) Base = Aggregate (n=507)

\(^3\) Q: How much do you agree or disagree with each of the statements below? “AR allows me to be more creative.”

Q: Have you ever used tools (e.g., Snapchat Lens Studio, Facebook for Developers/Spark AR, Instagram for Developers, TikTok for Developers) to create your own AR filters/lenses/effects? A: Yes

Snapchatters are 2.3x as likely to be AR creators.

Snapchatters vs. Non-Snapchatters have used tools to create AR.

Consumers are becoming creators.

Everyday consumers have more access to technology tools that enable them to be creators of digital content.

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Q: Have you ever used tools (e.g., Snapchat Lens Studio, Facebook for Developers/Spark AR, Instagram for Developers, TikTok for Developers) to create your own AR filters/lenses/effects? A: Yes
Conclusion

Consumers continuously expect more personalized and engaging experiences that enable them to interact with the world. **AR is delivering that to consumers, today, but there remains untapped potential for so much more.**

Brands know the consumer appetite for AR is already here – consumers are far more likely to pay attention to brands using AR. **There is a content imperative for brands to meet consumers AR demand, and now is the time to meet this demand. Brands that meet the demand for AR experiences may be more likely to gain market share in the future.**

The convergence of use cases and the networking effects is expediting AR adoption. But to unlock AR’s potential, **brands, developers, and platforms need to work together to accelerate content development and grow the AR ecosystem.**
Thank you
Appendix
Consumers are redefining the digital experience by using AR.

Augmented Reality (AR) is the next form of mobile engagement that is exciting consumers, driving an enhanced engagement with brands, elevating consumer experiences and increasing brand revenues.

Augmented Reality refers to experiences in which the real-world environment seen through your phone, computer, app camera, or an AR headset is altered or enhanced with the addition of images, objects, text, or other digitally-added information. Augmented Reality could be applied to both visuals of the front facing (selfie) and outward facing (world) cameras.¹
**Research Overview UK Report, Quantitative Online Survey**

- 20-minute online survey among 15,000 international respondents
- Survey in field from February 23, 2021 – April 5, 2021

**Alignment with Interdisciplinary Experts**

- Experts within the AR industry participated in in-depth interviews to provide context for survey findings and contribute guidance on the future of AR in society.

**Respondent Qualification**

- n=1000 per market
  - Ages 13-50
  - 500 Snapchatters who use Snapchat at least once daily, split evenly amongst age groups 13-17, 18-24, and 25-50
  - To ensure a representative read on Snapchatters, cell weighting based on nested gender and age were applied to each country to correct for demographic imbalances due to set sampling size.
  - 500 Non-Snapchatters, who do not have Snapchat downloaded/have never heard of Snapchat, minimum of N=100 in all three age groups
- Markets: Australia, Canada, France, Germany, India, Japan, Malaysia, Mexico, The Netherlands, Norway, Saudi Arabia, Sweden, United Arab Emirates, United States, United Kingdom

**Local Market Additions and Exceptions**

- US: Ethnicity quota (maximum 65% white respondents, maintained only for Snapchatters; Non-Snapchatters sample should be roughly nationally representative)
- KSA and UAE: Representative expat / citizen quotas (88% expat in UAE; 30% expat in KSA for both Snapchatters and Non-Snapchatters).
- Norway: Sample recruited for n=1000 to be representative of social media and communication app users in that market, with a skew on ages reflective of other markets (evenly distributed across 13-17, 18-24, and 25-50)
- Japan: Sample recruited for n=1000 to be representative of smartphone users in that market, with a skew on ages reflective of other markets (evenly distributed across 13-17, 18-24, and 25-50)
## Frequent AR Users Methodology

### 2021 Baseline

**People who use AR weekly or daily based on responses to 2021 Global Deloitte Digital Study commissioned by Snap Inc.¹ and extrapolated to population**

<table>
<thead>
<tr>
<th>Frequent AR Users</th>
<th>Population Base</th>
<th>AR Adoption Rate</th>
</tr>
</thead>
</table>
| 2021 Global Population Base: People ages 13-69 = 5.61B worldwide in 2020² | 2021 Social and Communications App Population Base: Global Population x Social Media Penetration Rate (48% in 2021)³ = 2.71B | AR Adoption Rate of Total Population
AR Adoption Rate of Social and Comms App Population |

Note: Assumes no increase or decrease in population. Base from 2021 stays same across five years.

### 2022-2025 Forecast

**2022**

- **2021 Baseline**
  - See above

**Note:** 2021 AR Users is at 1999 smartphone user’s adoption level since AR is in the Toy-phase of adoption; if we look at where this transition took place with mobile phones, one can argue that this was when games like ‘snake’ started being available (e.g., 1997: Nokia 6110 device released, 1999: emojis were invented, 2000: Nokia 3310 launched, and the first commercially available camera phone launched in Japan)

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¹ 2021 Global Deloitte Digital Study commissioned by Snap Inc.
² Base = Aggregate (n=1,050)
³ How often do you use AR for any of the following reasons? Communication
⁵ Statista Global Social Network Penetration 2017-2025

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Overall: Calculations were done by age groups in the 2021 Global Deloitte Digital Study commissioned by Snap Inc. and netted up into a generational view. The following methodology was used for each age group (Ages: 13-17, Ages 18-24, Ages: 25-34, Ages: 35-44, Ages: 45-50)

### AR Photos / Videos per Day Methodology

#### 2021 and 2022 Baselines

<table>
<thead>
<tr>
<th>Number of People</th>
<th>Number of Photos/Videos Taken Daily</th>
<th>% of Photos/Videos that are AR</th>
<th>Daily AR Photos and/or Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1: Determine Global Population for ages 10-69 (5.99B)</td>
<td>Step 1: Identify scenarios for number of photos and or videos taken daily</td>
<td>Step 1: Identify scenarios for percent of photos and or videos taken that are AR</td>
<td>Step 1: Take annual AR photos and or videos and divide by 365 to get daily AR photos and or videos</td>
</tr>
<tr>
<td>Note: Survey only included Ages 13-50. Ages 10-12 were assumed to have similar behavior to Ages 13-17. Ages 51-69 were assumed to have similar behavior to Ages 45-50.</td>
<td>Note: Since the survey had ranges (few than 5, 5-10, 10 or more), to determine the number of photos, we developed a low, mid, high case.</td>
<td>Note: Since the survey had ranges (less than 20%, 20-40%, 40-60%, 60-80%, Over 80%), to determine number of photos taken daily that were AR, we developed a low, mid, high case.</td>
<td>Note: High case was chosen based on input from Snap Inc.</td>
</tr>
<tr>
<td>Step 2: Determine percent of people within crosstab of survey questions for Frequency of photos/and or videos taken daily AND % of photos/ and or videos that are AR</td>
<td>Step 2: Select case to apply to analysis</td>
<td>Step 2: Select case to apply to analysis</td>
<td>Step 2: Add all age groups to get total daily AR photos and or videos</td>
</tr>
<tr>
<td>Note: Survey only included Ages 13-50. Ages 10-12 were assumed to have similar behavior to Ages 13-17. Ages 51-69 were assumed to have similar behavior to Ages 45-50.</td>
<td>Note: High case was chosen based on input from Snap Inc.</td>
<td>Note: Based on 2021 Global Deloitte Digital Study commissioned by Snap inc., it was discovered that ~13% of respondents who use AR could not successfully identify AR &gt;50% of the time.</td>
<td></td>
</tr>
<tr>
<td>Step 3: Apply percent of population from Step 2 to population to get number of people within each crosstab</td>
<td>Step 3: Apply adjustment factor to correct for people who are using AR but may not realize it</td>
<td>Note: Based on 2021 Global Deloitte Digital Study commissioned by Snap inc., it was discovered that ~13% of respondents who use AR could not successfully identify AR &gt;50% of the time.</td>
<td></td>
</tr>
</tbody>
</table>

#### 2023-2025 Forecast

<table>
<thead>
<tr>
<th>2022 Baseline</th>
<th>2007 Growth Rate of Smartphone Device Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: Device growth is used as a proxy for photos/videos growth. Growth rate assumes 2007 smartphone device growth. As of 2021, there are ~1.05B AR Compatible Devices: ARCore (Android) + ARKit (iOS). If this grows at global smartphone growth equivalent, there could be ~4.18B by 2025</td>
<td>Note: Since the survey had ranges (less than 20%, 20-40%, 40-60%, 60-80%, Over 80%), to determine number of photos taken daily that were AR, we developed a low, mid, high case.</td>
</tr>
</tbody>
</table>

| Note: Since the survey had ranges (less than 20%, 20-40%, 40-60%, 60-80%, Over 80%), to determine number of photos taken daily that were AR, we developed a low, mid, high case. | Note: Since the survey had ranges (less than 20%, 20-40%, 40-60%, 60-80%, Over 80%), to determine number of photos taken daily that were AR, we developed a low, mid, high case. |

### References

2. 2021 Global Deloitte Digital Study commissioned by Snap Inc.
3. AR Insider Article, “ARCore Reaches 400 Million Devices”
4. Statista Research, “Augmented reality (AR) and virtual reality (VR) headset shipments worldwide 2020-2025”
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Country</th>
<th>Company</th>
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<td>Spain</td>
<td>Deloitte</td>
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<td>Akuluri</td>
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<td>Joanna</td>
<td>Popper</td>
<td>United States</td>
<td>HP</td>
<td>2/22/2021</td>
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<tr>
<td>Jason</td>
<td>Williamson</td>
<td>United States</td>
<td>Deloitte</td>
<td>2/22/2021</td>
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