

Exploring business opportunities in the metaverse

Companies belonging to various industry sectors have set their sights on Metaverses for the novel way to provide immersive digital experiences for their potential customers.

The metaverse promises to revolutionize the way in which various industry sectors conduct business and interact with their customers, know some interesting facts:

It has 400 million
active users



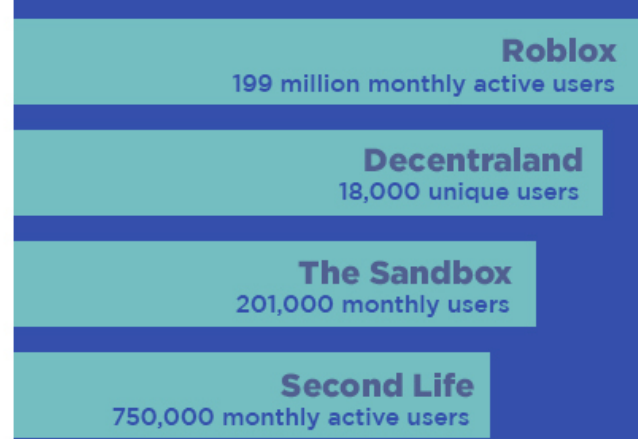
It is estimated to reach 700 million in the next few years.

By 2027, the global market share of the metaverse would reach

\$426.9 million



These are the Metaversos with the highest number of active users:



+ 85%
in user retention



+86%

of marketers will integrate the Metaverse into commercial actions by 2023.



Analysts say that in the next decade, the Metaverse will contribute

2.8% to the World GDP.



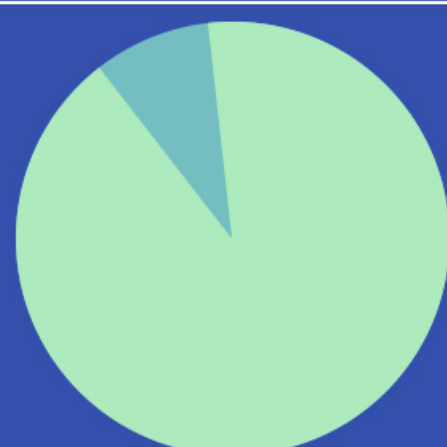
By 2025, this industry could be worth \$800 billion.

Generation Z

Born between 1994 and 2010, they are very familiar with immersive digital ecosystems and are characterized by being irreverent. This generation has a population size of 7,800,000 worldwide.

Males are the biggest users of the metaverse

Their average age is between 16 and 40 years old.



■ Males: 90% ■ Females: 10%

The metaverse arouses a lot of interest in Latin America:



Colombia

63% use virtual learning platforms

Mexico

60% use technology to socialize

Brasil

69% would use the metaverse for online video games

Peru

74% of adults are interested in the metaverse

Young people expect to spend up to **\$50 per month** in the metaverse.



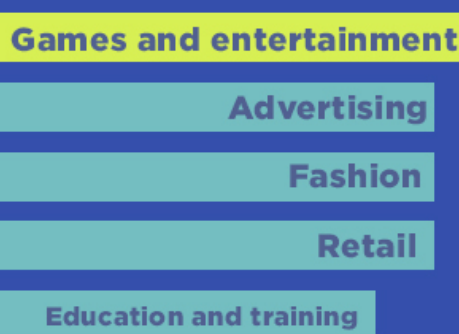
45%

of respondents said they feel more comfortable and have better self-esteem in the metaverse.



It is a safe space where they can be themselves.

What businesses are being most profitable in the metaverse?



These well-known brands are already in the metaverse



Nike
The sportswear company launched an online gaming zone on Roblox called Nikeland, where users could create an avatar of themselves and play sports in a virtual space.



Louis Vuitton
In its celebrations for the birth of its creator, the fashion house developed Louis The Game, a video game that combines its heritage innovation and NFT art.



Hyundai
The automotive company launched Hyundai Mobility Adventure, a space in Roblox that presented the firm's newest products and future mobility solutions.



Amnesia Ibiza
This well-known ibizan club, with more than 40 years of history, made public an agreement to develop the nightclub in the metaverse in Decentraland.



Wendy's
The popular American fast food chain created this immersive space that allows virtual reality users to explore and interact with various objects and spaces using their virtual reality goggles.



Coca-Cola
The beverage giant joined the Immersive digital experiences. In these, users can use augmented reality filters on social networks and have immersive audio ASMR experiences.

In the next 5 years, it is estimated that almost 50% of daily activities will be performed through some Metaverse tool.

76% of companies plan to invest in the metaverse



The Italian brand, Gucci, managed to sell a handbag in the Roblox metaverse for

€ 4,321



Sources

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