The future of the metaverse remains unclear, but consumers can see the potential to evolve the ecommerce experience, giving retailers and brands room to experiment.
The future of the metaverse remains unclear, but consumers can see the potential to evolve the ecommerce experience, giving retailers and brands room to experiment.

By now most consumers have heard of the metaverse, but usage remains low and interest has undoubtedly waned. Still, the potential for ecommerce is palpable.

While consumers are more skeptical than they are excited, 62% agree that the metaverse has the potential to improve the ecommerce experience. That said, few have actually made a purchase in the metaverse and the barriers remain steep amid privacy concerns, distrust in cryptocurrency and a lack of clarity on both the benefits and the technology.

Still, there is an emergent use-case for brands. Estimates for its long-term value are widely varied, but some outlets report the metaverse could be worth $1-5 trillion by 2030. In the short-term, the ability to monetize early metaverse experiences may be limited, but that hasn’t stopped brands and retailers, as many have churned out gamified content on popular platforms such as Roblox to meet consumers in new formats.
Although a realized metaverse may be years away and remains difficult to predict, brands can use this time to experiment and test new ways of connecting with consumers. Whether or not the metaverse ever reaches the mainstream, it’s certain that technology will continue to evolve and early adopters stand to benefit from carving out strategies now.
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