

Metaverse Almanac 2023

The RetailX Metaverse Almanac offers a round-up of what the metaverse is, how it has come into being, what consumers think of it and, most importantly, how businesses are planning to use it. Blending data from ecommerce and trade associations with national and government data, our own research and other sources, we offer an insight into what the future might hold

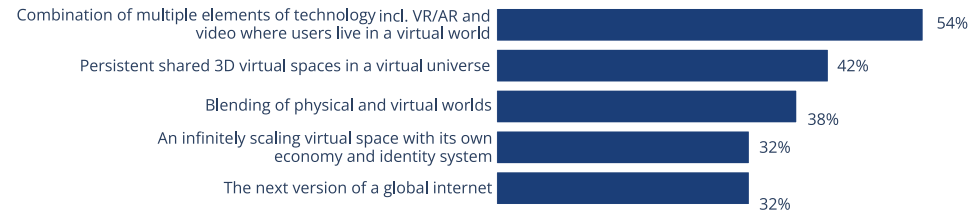
16%

Of retailers
already sell
something in
the metaverse

62%

of retailers
plan at least
one metaverse
event this year

Definition of the metaverse according to video game developers, USA, 2021



Based on 400 video game developers in the USA, 18-19 November 2021

Source: Improbable, OnePoll. Accessed via Statista

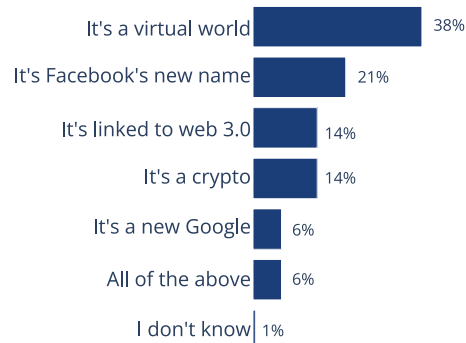
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The metaverse could be the next iteration of the internet. Or it could just be hype. Understanding where it has come from, what businesses, retailers and consumers understand it to be – and what it can be used for – helps guide where it may go. So just what is the metaverse?

Download the
full report: [https://
internetretailing.
net/report-hub/
metaverse-
almanac-2023/](https://internetretailing.net/report-hub/metaverse-almanac-2023/)



Definition of the metaverse according to companies, USA, 2022



Based on 200 companies that have previously invested in the metaverse in USA, Feb 24-Mar 1 2022

Source: Improbable, OnePoll. © RetailX 2023
Accessed via Statista RXMMV23RP-1-v1

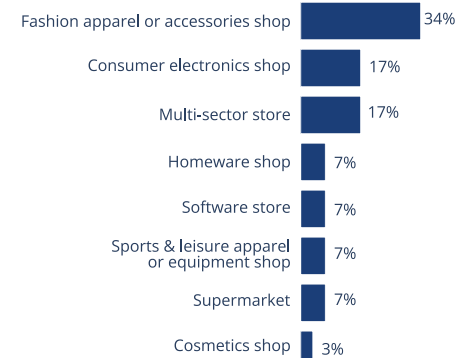
Attitudes toward the metaverse according to individuals, USA, 2021



Based on 1,002 18+ years old consumers in USA, Dec 2021

Source: Propeller Insights, NordVPN. © RetailX 2023
Accessed via Statista RXMMV23RP-3-v2

Retailers participating on the metaverse, by sector, 2022



Results incorporate the 29 retailers in the RetailX Global Elite 250 with presence in the metaverse

Source: RetailX

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74%

of consumers
are
considering
using the
metaverse

31%

of consumers
have heard
of, but aren't
familiar with,
the metaverse;
14% are very
familiar

42%

of retailers
in the
metaverse use
Decentraland
and/or Roblox

