

Digital Avatar Market Size, Share & Trends Analysis Report By Product (Interactive Digital Avatar, Non-interactive Digital Avatar), By Category, By Industry Vertical, By Region, And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/D006869EDC67EN.html>

Date: May 2024

Pages: 150

Price: US\$ 4,950.00 (Single User License)

ID: D006869EDC67EN

Abstracts

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Digital Avatar Market Growth & Trends

The global digital avatar market size is anticipated to reach USD 270.61 billion by 2030, growing at 49.8% CAGR from 2024 to 2030, according to a new report by Grand View Research, Inc. The global market is witnessing a remarkable surge, driven by innovative trends and technological advancements. Companies are increasingly focusing on customer engagement across various touchpoints, leading to a surge in the adoption of digital avatars for sales, advertising, and consumer interactions.

The integration of cutting-edge technologies such as augmented reality (AR) and virtual reality (VR) has revolutionized the market landscape, enabling marketers to offer highly personalized and interactive experiences through realistic virtual avatars. This integration has enhanced user engagement while opening new avenues for creative content control, driving significant improvements in the market.

Moreover, the rising adoption of virtual influencers by brands is significantly driving the market's growth. By investing in visually stunning and unique virtual influencers, companies aim to captivate user attention and expand their product reach in an increasingly digital world. For instance, the incorporation of AI-based virtual influencers like Lil Miquela, Shudu, Maya, and Blawko by various brands such as Calvin Klein,

Christian Louboutin, Puma, Samsung Galaxy, and AliExpress. This trend is expected to fuel further market expansion in the coming years.

The trend of customization is playing a pivotal role in propelling market growth, fueled by the surging popularity of multiplayer online games, which is driving the development of more sophisticated avatar creation tools. Additionally, the integration of digital avatars into social media platforms allows users to express themselves in novel ways, further driving market demand. For instance, companies like TikTok Inc. have launched avatar creation tools through their "Effects" panel, enabling users to create digital avatars for enhanced content creation and engagement. Moreover, companies like Meta have developed advanced avatar tools for their VR environments, such as Horizon Worlds, showcasing the growing trend of incorporating digital avatars into various social media and virtual reality experiences to enhance user interactions and brand engagement. This, in turn, is expected to fuel the market growth.

Digital Avatar Market Report Highlights

The interactive digital avatar product segment dominated the market in 2023. The increased adoption in customer service, entertainment, healthcare, and education sectors for enhanced engagement and personalized experiences for a variety of applications is driving the growth of the segment

Based on category, virtual agents and assistants will dominate the market in 2023. This is attributed to their ability to enhance customer experiences, improve efficiency, provide personalized services, and offer scalability across various industries such as banking, healthcare, telecommunications, and retail

Based on industry vertical, the gaming and entertainment segment dominated the market in 2023. The growing popularity of AI avatars in the mobile gaming industry and the increasing demand for more intense, satisfying, and immersive gaming are projected to fuel the growth of the segment

Based on region, North America dominated the market in 2023, owing to its robust technological infrastructure, high digital adoption rates among consumers and businesses, and fostering innovation

Players in the digital avatar industry prioritize research and development efforts to enhance the realism of digital avatars. Additionally, these players engage in strategic partnerships and collaborations to expand their market presence and

reach. For instance, in February 2022, AVATAR Partners announced a strategic partnership agreement with SimpleAR, focusing on enhancing augmented reality experiences

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
 - 1.3.1. Information Procurement
 - 1.3.2. Information or Data Analysis
 - 1.3.3. Market Formulation & Data Visualization
 - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
 - 1.4.1. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. DIGITAL AVATAR MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Market Size and Growth Prospects (USD Million)
- 3.3. Industry Value Chain Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Drivers Analysis
 - 3.4.1.1. Evolving solicitation in the entertainment and medical sectors
 - 3.4.1.2. Rapid technology innovation and growing digitalization
 - 3.4.1.3. Potential R&D in Digital Avatar
 - 3.4.2. Market Restraints Analysis
 - 3.4.2.1. High initial investment and device compatibility restrictions
 - 3.4.2.2. Spatial discomfort and the risk of other ailments is hampering the growth of the market
 - 3.4.3. Industry Opportunities
 - 3.4.4. Industry Challenges
- 3.5. Digital Avatar Market Analysis Tools
 - 3.5.1. Porter's Five Forces Analysis
 - 3.5.1.1. Bargaining power of the suppliers

- 3.5.1.2. Bargaining power of the buyers
- 3.5.1.3. Threats of substitution
- 3.5.1.4. Threats from new entrants
- 3.5.1.5. Competitive rivalry
- 3.5.2. PESTEL Analysis
 - 3.5.2.1. Political landscape
 - 3.5.2.2. Economic landscape
 - 3.5.2.3. Social landscape
 - 3.5.2.4. Technological landscape
 - 3.5.2.5. Environmental landscape
 - 3.5.2.6. Legal landscape

CHAPTER 4. DIGITAL AVATAR MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Digital Avatar Market: Product Movement Analysis, 2023 & 2030 (USD Million)
- 4.3. Interactive Digital Avatar
 - 4.3.1. Interactive Digital Avatar Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 4.4. Non-Interactive Digital Avatar
 - 4.4.1. Non-Interactive Digital Avatar Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. DIGITAL AVATAR MARKET: CATEGORY ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. Digital Avatar Market: Category Movement Analysis, 2023 & 2030 (USD Million)
- 5.3. Virtual Agents & Assistants
 - 5.3.1. Virtual Agents & Assistants Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.4. Virtual Influencers
 - 5.4.1. Virtual Influencers Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.5. Digital Avatar in Gaming
 - 5.5.1. Digital Avatar in Gaming Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.6. Others

5.6.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. DIGITAL AVATAR MARKET: INDUSTRY VERTICAL ESTIMATES & TREND ANALYSIS

6.1. Segment Dashboard

6.2. Digital Avatar Market: Industry Vertical Movement Analysis, 2023 & 2030 (USD Million)

6.3. BFSI

6.3.1. BFSI Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4. Retail & E-commerce

6.4.1. Retail & E-commerce Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5. Healthcare

6.5.1. Healthcare Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6. Gaming & Entertainment

6.6.1. Gaming & Entertainment Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.7. Education & Training

6.7.1. Education & Training Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.8. Automotive

6.8.1. Automotive Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.9. IT & Telecom

6.9.1. IT & Telecom Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

6.10. Others

6.10.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 7. REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Digital Avatar Market by Region, 2023 & 2030

7.2. North America

7.2.1. North America Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.2.2. U.S.

7.2.2.1. U.S. Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.2.3. Canada

7.2.3.1. Canada Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3. Europe

7.3.1. Europe Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.2. UK

7.3.2.1. UK Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.3. Germany

7.3.3.1. Germany Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.4. France

7.3.4.1. France Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.3.5. Italy

7.3.5.1. Italy Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Asia Pacific Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.2. China

7.4.2.1. China Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.3. Japan

7.4.3.1. Japan Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.4. India

7.4.4.1. India Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.4.5. South Korea

7.4.5.1. South Korea Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5. South America

7.5.1. South America Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.2. Brazil

7.5.2.1. Brazil Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.5.3. Mexico

7.5.3.1. Mexico Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6. Middle East & Africa (MEA)

7.6.1. MEA Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6.2. Saudi Arabia

7.6.2.1. Saudi Arabia Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

7.6.3. UAE

7.6.3.1. UAE Digital Avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Recent Developments & Impact Analysis by Key Market Participants

8.2. Company Categorization

8.3. Company Market Positioning

8.4. Company Heat Map Analysis

8.5. Strategy Mapping

8.5.1. Expansion

8.5.2. Mergers & Acquisition

8.5.3. Partnerships & Collaborations

8.5.4. New Product Launches

8.5.5. Research And Development

8.6. Company Profiles

8.6.1. AI Foundation

8.6.1.1. Participant's Overview

8.6.1.2. Financial Performance

8.6.1.3. Product Benchmarking

8.6.1.4. Recent Developments/ Strategic Initiatives

8.6.2. DeepBrain AI.

8.6.2.1. Participant's Overview

8.6.2.2. Financial Performance

8.6.2.3. Product Benchmarking

8.6.2.4. Recent Developments/ Strategic Initiatives

8.6.3. Didimo, Inc.

8.6.3.1. Participant's Overview

8.6.3.2. Financial Performance

8.6.3.3. Product Benchmarking

8.6.3.4. Recent Developments/ Strategic Initiatives

8.6.4. Epic Games, Inc.

8.6.4.1. Participant's Overview

8.6.4.2. Financial Performance

8.6.4.3. Product Benchmarking

- 8.6.4.4. Recent Developments/ Strategic Initiatives
- 8.6.5. Microsoft Corporation
 - 8.6.5.1. Participant's Overview
 - 8.6.5.2. Financial Performance
 - 8.6.5.3. Product Benchmarking
 - 8.6.5.4. Recent Developments/ Strategic Initiatives
- 8.6.6. NEON (SAMSUNG)
 - 8.6.6.1. Participant's Overview
 - 8.6.6.2. Financial Performance
 - 8.6.6.3. Product Benchmarking
 - 8.6.6.4. Recent Developments/ Strategic Initiatives
- 8.6.7. NVIDIA Corporation
 - 8.6.7.1. Participant's Overview
 - 8.6.7.2. Financial Performance
 - 8.6.7.3. Product Benchmarking
 - 8.6.7.4. Recent Developments/ Strategic Initiatives
- 8.6.8. Pinscreen Inc
 - 8.6.8.1. Participant's Overview
 - 8.6.8.2. Financial Performance
 - 8.6.8.3. Product Benchmarking
 - 8.6.8.4. Recent Developments/ Strategic Initiatives
- 8.6.9. Soul Machines Limited
 - 8.6.9.1. Participant's Overview
 - 8.6.9.2. Financial Performance
 - 8.6.9.3. Product Benchmarking
 - 8.6.9.4. Recent Developments/ Strategic Initiatives
- 8.6.10. Spatial Systems, Inc.
 - 8.6.10.1. Participant's Overview
 - 8.6.10.2. Financial Performance
 - 8.6.10.3. Product Benchmarking
 - 8.6.10.4. Recent Developments/ Strategic Initiatives
- 8.6.11. Uneeq
 - 8.6.11.1. Participant's Overview
 - 8.6.11.2. Financial Performance
 - 8.6.11.3. Product Benchmarking
 - 8.6.11.4. Recent Developments/ Strategic Initiatives
- 8.6.12. Wolf3D
 - 8.6.12.1. Participant's Overview
 - 8.6.12.2. Financial Performance

8.6.12.3. Product Benchmarking

8.6.12.4. Recent Developments/ Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Digital Avatar Market - Industry Snapshot & Key Buying Criteria, 2018 - 2030

Table 2 Key Market Driver Impact

Table 3 Key Market Restraint Impact

Table 4 Key Market Opportunity Impact

Table 5 Global Digital Avatar Market, 2018 - 2030 (USD Million)

Table 6 Global Digital Avatar Market, By Region, 2018 - 2030 (USD Million)

Table 7 Global Digital Avatar Market, By Product, 2018 - 2030 (USD Million)

Table 8 Global Digital Avatar Market, By Category, 2018 - 2030 (USD Million)

Table 9 Global Digital Avatar Market, By Industry Vertical, 2018 - 2030 (USD Million)

Table 10 Recent Developments & Impact Analysis, By Key Market Participants

Table 11 Company Market Positioning Analysis, 2023

Table 12 Company Heat Map Analysis

Table 13 Key Companies Undergoing Expansions

Table 14 Key Companies Involved in Merger & Acquisitions

Table 15 Key Companies Undergoing Collaborations

Table 16 Key Companies Launching New Products

Table 17 Key Companies Divesture/Discontinuation?

List Of Figures

LIST OF FIGURES

- Fig. 1 Market segmentation and scope
- Fig. 2 Information Procurement
- Fig. 3 Data Analysis Models
- Fig. 4 Market Formulation and Validation
- Fig. 5 Data Validating & Publishing
- Fig. 6 Market Snapshot
- Fig. 7 Segment Snapshot (1/2)
- Fig. 8 Segment Snapshot (2/2)
- Fig. 9 Competitive Landscape Snapshot
- Fig. 10 Global Digital Avatar market, 2018 - 2030 (USD Million)
- Fig. 11 Digital Avatar market - Value chain analysis
- Fig. 12 Digital Avatar - Market dynamics
- Fig. 13 Digital Avatar market - Porter's five forces analysis
- Fig. 14 Digital Avatar market - PESTEL analysis
- Fig. 15 Digital Avatar market, by product: key takeaways
- Fig. 16 Digital Avatar market, by product: market share, 2023 & 2030
- Fig. 17 Interactive Digital avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 18 Non-Interactive Digital avatar Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 19 Digital Avatar market, by category: key takeaways
- Fig. 20 Digital Avatar market, by category: market share, 2023 & 2030
- Fig. 21 Virtual Agents & Assistants Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 22 Virtual Influencers Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 23 Digital Avatar in Gaming Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 24 Others Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 25 Digital Avatar market, by Industry Vertical: key takeaways
- Fig. 26 Digital Avatar market, by Industry Vertical: market share, 2023 & 2030
- Fig. 27 BFSI Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 28 Retail & E-commerce Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 29 Healthcare Market Estimates & Forecasts, 2018 - 2030 (USD Million)
- Fig. 30 Gaming & Entertainment Market Estimates & Forecasts, 2018 - 2030 (USD Million)

Million)

Fig. 31 Education & Training Market Estimates & Forecasts, 2018 - 2030 (USD Million)

Fig. 32 Automotive Market Estimates & Forecasts, 2018 - 2030 (USD Million)

Fig. 33 IT & Telecom Market Estimates & Forecasts, 2018 - 2030 (USD Million)

Fig. 34 Other Industry Vertical Market Estimates & Forecasts, 2018 - 2030 (USD Million)

Fig. 35 Digital Avatar market revenue by region, 2023 & 2030 (USD Million)

Fig. 36 Regional marketplace: Key takeaways

Fig. 37 Regional marketplace: Key takeaways

Fig. 38 North America Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 39 U.S. Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 40 Canada Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 41 Europe Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 42 Germany Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 43 UK Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 44 France Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 45 Italy Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 46 Spain Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 47 Asia Pacific Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 48 China Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 49 India Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 50 Japan Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 51 South Korea Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 52 Australia Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 53 Latin America Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 54 Brazil Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 55 Mexico Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 56 MEA Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 57 Saudi Arabia Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 58 UAE Digital Avatar Market Estimates & Forecast, 2018 - 2030 (USD Million)

Fig. 59 Key Company Categorization

Fig. 60 Company Market Positioning Analysis, 2023

Fig. 61 Strategic Framework

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