

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

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## Abstracts

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### North America Digital Avatar Market Growth & Trends

The North America digital avatar market size is anticipated to reach USD 100.61 billion by 2030, registering a CAGR of 46.2% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market is rapidly growing due to technological advancement, increasing online presence, and rising popularity of virtual environments. The accelerated shift towards using digital avatars in the gaming industry continues to expand with new games and platforms emphasizing customizable avatars. It includes not only traditional gaming platforms but also mobile and cloud gaming. Furthermore, advances in VR and AR technologies have opened new avenues for digital avatars, especially in immersive experiences.

As a hub for tech innovation, North America sees significant investments in these sectors. Integrating AI and machine learning (ML) for more realistic and autonomous avatars could open new possibilities for personalization and interaction within digital spaces. Consumers are increasingly seeking personalized interactions, and digital avatars serve as a means for them to craft virtual representations that closely resemble their real-life attributes. This personalization trend extends across various sectors, such as social media, e-commerce, and virtual events. It enables individuals to establish emotional connections and enhance engagement through tailored digital personas that

reflect their unique characteristics and preferences.

## North America Digital Avatar Market Report Highlights

The non-interactive digital avatar product segment accounted for the largest revenue share of 57.8% in 2023. The segment will grow further due to the rising usage of non-interactive digital avatars by companies to guide customers through their websites or video games

The virtual agents & assistants category segment dominated the market in 2023 and is expected to grow at a significant CAGR from 2024 to 2030. Using virtual agents to solve customer queries round-the-clock in less time drives the market demand

In terms of industry vertical, the gaming & entertainment segment accounted for the maximum revenue share in 2023 due to the high demand for digital avatars to enhance the gaming experience

In March 2026, UneeQ partnered with Qatar Airways and launched the first ever digital human in aviation, Sama 2.0, to elevate the passenger experience. This unique innovation creates an immersive experience for the passengers as Sama 2.0 provides details about the aircraft and plays multiple games with passengers

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