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Metaverse in Entertainment Market by Offering (Hardware, Software, Professional Services), Technology (XR, AI, Blockchain, Cloud & Edge), Entertainment Type (Gaming, Live Events, Sports, Music, Films & TV), and Region - Global Forecast to 2032

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Abstracts

The global metaverse in entertainment market is expanding rapidly, with a projected market size anticipated to rise from USD 30.6 billion in 2026 to USD 121.9 billion by 2032, expanding significantly, with increasing investments from gaming companies, media platforms, streaming providers, and technology vendors to develop immersive virtual entertainment environments. The market growth is primarily driven by rising consumer demand for interactive and real-time digital experiences across gaming, live events, sports, music concerts, and virtual cinemas. The growing adoption of augmented reality (AR), virtual reality (VR), mixed reality (MR), blockchain, and artificial intelligence technologies is accelerating the development of persistent and immersive virtual entertainment ecosystems. Integration of digital avatars, virtual assets, NFTs, creator economies, and virtual social spaces enables enhanced audience engagement, personalized experiences, and new monetization opportunities for entertainment providers.

“MR devices to account for the fastest growth during the forecast period”

MR devices are expected to witness the fastest growth in the metaverse in entertainment market during the forecast period due to their ability to blend physical and virtual environments into highly immersive and interactive experiences. These devices enhance user engagement across gaming, live entertainment events, virtual concerts,

sports broadcasting, and interactive storytelling by enabling real-time interaction with digital content in mixed environments. The increasing demand for realistic virtual experiences and advancements in spatial computing technologies are accelerating adoption of MR devices across the entertainment ecosystem.

Major technology companies are increasingly investing in mixed reality hardware and immersive content platforms to strengthen metaverse capabilities. For instance, in February 2024, Apple Inc. launched Apple Vision Pro, integrating mixed reality capabilities for immersive entertainment, spatial video, and interactive virtual experiences. Similarly, companies such as Meta Platforms, Inc. and Microsoft Corporation continue expanding MR ecosystems through immersive gaming, collaborative virtual environments, and holographic content experiences. These developments are increasing consumer interest in next-generation immersive entertainment platforms. Additionally, growing integration of AI, gesture recognition, spatial audio, and cloud rendering technologies is improving the performance and usability of MR devices. Entertainment providers and content creators are leveraging MR technologies to develop immersive fan engagement experiences, virtual theme parks, mixed reality concerts, and interactive digital events. As metaverse platforms continue evolving toward persistent and highly immersive digital ecosystems, MR devices are expected to play a critical role in enabling seamless interaction between virtual and physical entertainment environments, thereby driving significant market growth during the forecast period.

“Extended reality (XR) to account for the largest market share”

Extended Reality (XR) is expected to account for the largest market share in the metaverse in entertainment market during the forecast period due to its critical role in enabling immersive and interactive digital experiences across gaming, virtual concerts, live events, sports entertainment, and social engagement platforms. XR combines augmented reality (AR), virtual reality (VR), and mixed reality (MR) technologies to create highly engaging virtual environments that enhance user participation and real-time interaction within metaverse ecosystems. The growing consumer demand for immersive digital entertainment experiences and advancements in spatial computing technologies are accelerating XR adoption globally. Major technology and entertainment companies are investing heavily in XR hardware, software platforms, and immersive content development to strengthen metaverse capabilities. For instance, in February 2024, Apple Inc. launched Apple Vision Pro, supporting immersive entertainment, spatial experiences, and mixed reality interactions. Similarly, Meta Platforms, Inc. continues expanding XR-driven virtual environments and metaverse experiences

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through its Quest ecosystem and Horizon platforms.

“North America leads the metaverse in entertainment market”

North America is expected to account for the largest market share in the metaverse in entertainment market during the forecast period due to the strong presence of major technology companies, gaming platforms, entertainment providers, and immersive technology innovators across the region. The rapid adoption of virtual reality (VR), augmented reality (AR), mixed reality (MR), artificial intelligence (AI), and cloud computing technologies is accelerating the development of immersive entertainment ecosystems in the US and Canada. Rising consumer demand for virtual gaming, immersive live events, digital social experiences, and metaverse-based content platforms further supports regional market growth.

The region benefits from advanced digital infrastructure, high internet penetration, widespread adoption of connected devices, and increasing investments in spatial computing technologies. Major companies such as Meta Platforms, Inc., Microsoft Corporation, Apple Inc., and NVIDIA Corporation continue investing in immersive hardware, virtual environments, AI-powered avatars, and metaverse content ecosystems to strengthen entertainment capabilities. For instance, the launch of Apple Vision Pro and the expansion of Meta’s Horizon ecosystem continue driving XR adoption across entertainment applications.

Additionally, increasing collaboration between gaming companies, media organizations, streaming platforms, and technology vendors is accelerating the commercialization of immersive entertainment experiences. Virtual concerts, esports, immersive sports broadcasting, and interactive digital fan engagement platforms are gaining significant traction across North America. The region’s strong innovation ecosystem, high consumer spending on digital entertainment, and continuous investment in next-generation immersive technologies are expected to maintain North America’s leadership position in the metaverse in entertainment market during the forecast period.

Breakdown of Primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the metaverse in entertainment market.

By Company: Tier I – 34%, Tier II – 43%, and Tier III – 23%

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By Designation: C-Level Executives – 50%, Directors – 30%, and others – 20%

By Region: North America – 25%, Europe – 30%, Asia Pacific – 30%, Middle East & Africa – 5%, and Latin America – 5%

The report includes a study of key players offering metaverse in entertainment products. It profiles major vendors in the asset performance management market. The major market players include Roblox (US), Epic Games (US), Meta (US), Microsoft (US), Take-Two Interactive (US), Electronic Arts (US), Apple (US), Sony Group Corporation (Japan), Google (US), Unity Technologies (US), Deloitte (UK), Tata Consultancy Services (TCS) (India), DPVR (China), and Capgemini (France).

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