

# **Metaverse in E-Commerce Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software and Services), Platform, Technology, Application, End User and By Geography**

<https://marketpublishers.com/r/M40DEA44D666EN.html>

Date: July 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: M40DEA44D666EN

## **Abstracts**

According to Statistics MRC, the Global Metaverse in E-Commerce Market is accounted for \$26.9 billion in 2025 and is expected to reach \$386.8 billion by 2032 growing at a CAGR of 46.3% during the forecast period. The Metaverse in e-commerce refers to a collective virtual space where users can interact with digital environments, products, and other users in real time through immersive technologies like augmented reality (AR), virtual reality (VR), and 3D avatars. It enables businesses to create engaging and personalized shopping experiences that simulate physical store interactions. Consumers can explore virtual showrooms, try on products digitally, and make purchases within the metaverse ecosystem using digital wallets or cryptocurrencies.

According to data from VentureBeat, the global eSports audience, which stood at 474 million in 2021, is projected to reach 577.2 million by 2024, indicating a rising trend in virtual sports engagement.

Market Dynamics:

Driver:

Enhanced Customer Experience

Enhanced customer experience significantly drives the growth of the Metaverse in the E-Commerce market by offering immersive, interactive, and personalized shopping

environments. Through virtual stores, 3D product trials, and real-time assistance via avatars or AI agents, customers enjoy a seamless and engaging journey. This high level of engagement boosts satisfaction, brand loyalty, and conversion rates. The ability to replicate in-store experiences digitally appeals to tech-savvy consumers, ultimately encouraging broader adoption of Metaverse platforms in the E-Commerce landscape.

Restraint:

### High Infrastructure Costs

High infrastructure costs pose a significant barrier to the adoption of the Metaverse in the E-Commerce. Developing and maintaining immersive virtual environments requires substantial investment in advanced hardware, software, and high-speed connectivity. These financial demands hinder smaller retailers and emerging brands from entering the space, slowing overall market growth. Additionally, the ongoing need for upgrades and technical support further escalates costs, discouraging widespread implementation and innovation.

Opportunity:

### Growing Adoption of AR/VR

The growing adoption of AR/VR technologies is absolutely transforming the Metaverse in E-Commerce market by delivering immersive and interactive shopping experiences. These technologies allow consumers to virtually try products, explore 3D showrooms, and engage with brands in lifelike environments, boosting engagement and purchase confidence. As retailers leverage AR/VR for personalization and convenience, customer satisfaction and retention rates improve. This trend is accelerating the integration of virtual commerce, enhancing brand differentiation, and driving growth in the Metaverse-based E-Commerce landscape.

Threat:

### Privacy and Security Concerns

Privacy and security concerns pose a significant hindrance to the growth of the Metaverse in the E-Commerce market. Consumers are increasingly wary of sharing personal data in immersive virtual environments, fearing data breaches, identity theft,

and misuse of information. These concerns undermine trust and deter user participation. Additionally, the lack of standardized regulations and robust cybersecurity frameworks further complicates secure transactions, limiting widespread adoption and slowing market expansion.

### Covid-19 Impact

The Covid-19 pandemic significantly accelerated the growth of the Metaverse in the E-Commerce market. Lockdowns and social distancing measures pushed consumers and retailers toward immersive digital solutions, enabling virtual shopping experiences and interactive customer engagement. Brands rapidly adopted Metaverse technologies to bridge the physical-digital gap, creating virtual stores and showrooms. This shift not only enhanced customer experiences but also increased demand for augmented and virtual reality integration within online retail platforms.

The virtual reality (VR) segment is expected to be the largest during the forecast period

The virtual reality (VR) segment is expected to account for the largest market share during the forecast period because virtual reality (VR) allows consumers to virtually try on items, browse virtual stores, and make well-informed judgments about what to buy in a realistic setting. This technology gives brands a competitive edge by increasing customer satisfaction, engagement, and conversion rates. VR hardware's incorporation into Metaverse platforms is speeding up as it becomes more widely available and reasonably priced, spurring innovation and changing the landscape of online shopping experiences.

The beauty & cosmetics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the beauty & cosmetics segment is predicted to witness the highest growth rate as it offers immersive, personalized shopping experiences through virtual try-ons and 3D product simulations. Brands are leveraging AR/VR technologies to allow users to test makeup products in real-time, enhancing customer engagement and purchase confidence. This innovation fosters stronger brand loyalty and expands reach to digital-native consumers. As a result, the segment significantly contributes to the adoption of Metaverse platforms, revolutionizing how consumers interact with beauty products online.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share because it enhances customer engagement through immersive virtual experiences. Rapid digital transformation, high smartphone penetration, and growing adoption of AR/VR technologies are driving this shift. Consumers can explore 3D virtual stores, try on products virtually, and interact with brands in real time, creating a more personalized shopping experience. Additionally, tech-savvy younger demographics and strong government support for digital innovation further fuel the Metaverse's growth in APAC e-commerce.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, because of the involvement and contentment of customers. The digital purchasing experience is being improved via virtual stores, 3D product trials, and customized avatars, which are increasing conversion rates and decreasing return rates. To build stronger relationships with their customers, major corporations are using Metaverse platforms to promote products and hold virtual events. Growth is being fueled by this innovation, which gives merchants new sources of income and a competitive edge in the rapidly changing digital market.

#### Key players in the market

Some of the key players profiled in the Metaverse in E-Commerce Market include Meta Platforms Inc., Microsoft Corporation, Amazon.com, Inc., Alibaba Group Holding Limited, Google LLC (Alphabet Inc.), Tencent Holdings Ltd., ByteDance Ltd., Shopify Inc., Roblox Corporation, NVIDIA Corporation, Unity Technologies, Decentraland Foundation, Magic Leap, Inc., Snap Inc., Epic Games, Inc., Samsung Electronics Co., Ltd., Apple Inc., Matterport, Inc., Niantic, Inc. and PTC Inc.

#### Key Developments:

In March 2025, Microsoft and the Government of Kuwait have announced a multi-faceted partnership aimed at launching an AI-powered Azure Region in Kuwait as a strategic accelerator of the nation's Vision 2035 goals.

In April 2024, Cloud Software Group and Microsoft have forged an expansive, eight year strategic alliance that aims to bring co engineered cloud and generative AI capabilities to more than 100 million users globally.

**Components Covered:**

Hardware

Software

Services

**Platforms Covered:**

Desktop

Mobile

Console

Other Platforms

**Technologies Covered:**

Blockchain

Virtual Reality (VR)

Augmented Reality (AR)

Mixed Reality (MR)

Artificial Intelligence (AI)

Other Technologies

**Applications Covered:**

Virtual Stores

Virtual Try-On

Digital Showrooms

Immersive Advertising

Social Shopping

Other Applications

End Users Covered:

Fashion & Apparel

Beauty & Cosmetics

Electronics

Home Decor

Food & Beverages

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL METAVERSE IN E-COMMERCE MARKET, BY COMPONENT**

- 5.1 Introduction
- 5.2 Hardware
- 5.3 Software
- 5.4 Services

## **6 GLOBAL METAVERSE IN E-COMMERCE MARKET, BY PLATFORM**

- 6.1 Introduction
- 6.2 Desktop
- 6.3 Mobile
- 6.4 Console
- 6.5 Other Platforms

## **7 GLOBAL METAVERSE IN E-COMMERCE MARKET, BY TECHNOLOGY**

- 7.1 Introduction
- 7.2 Blockchain
- 7.3 Virtual Reality (VR)
- 7.4 Augmented Reality (AR)
- 7.5 Mixed Reality (MR)
- 7.6 Artificial Intelligence (AI)
- 7.7 Other Technologies

## **8 GLOBAL METAVERSE IN E-COMMERCE MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Virtual Stores
- 8.3 Virtual Try-On
- 8.4 Digital Showrooms
- 8.5 Immersive Advertising
- 8.6 Social Shopping
- 8.7 Other Applications

## **9 GLOBAL METAVERSE IN E-COMMERCE MARKET, BY END USER**

- 9.1 Introduction

- 9.2 Fashion & Apparel
- 9.3 Beauty & Cosmetics
- 9.4 Electronics
- 9.5 Home Decor
- 9.6 Food & Beverages
- 9.7 Other End Users

## **10 GLOBAL METAVERSE IN E-COMMERCE MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

## **12 COMPANY PROFILING**

12.1 Meta Platforms Inc.

12.2 Microsoft Corporation

12.3 Amazon.com, Inc.

12.4 Alibaba Group Holding Limited

12.5 Google LLC (Alphabet Inc.)

12.6 Tencent Holdings Ltd.

12.7 ByteDance Ltd.

12.8 Shopify Inc.

12.9 Roblox Corporation

12.10 NVIDIA Corporation

12.11 Unity Technologies

12.12 Decentraland Foundation

12.13 Magic Leap, Inc.

12.14 Snap Inc.

12.15 Epic Games, Inc.

12.16 Samsung Electronics Co., Ltd.

12.17 Apple Inc.

12.18 Matterport, Inc.

12.19 Niantic, Inc.

12.20 PTC Inc.

## List Of Tables

### LIST OF TABLES

Table 1 Global Metaverse in E-Commerce Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Metaverse in E-Commerce Market Outlook, By Component (2024-2032) (\$MN)

Table 3 Global Metaverse in E-Commerce Market Outlook, By Hardware (2024-2032) (\$MN)

Table 4 Global Metaverse in E-Commerce Market Outlook, By Software (2024-2032) (\$MN)

Table 5 Global Metaverse in E-Commerce Market Outlook, By Services (2024-2032) (\$MN)

Table 6 Global Metaverse in E-Commerce Market Outlook, By Platform (2024-2032) (\$MN)

Table 7 Global Metaverse in E-Commerce Market Outlook, By Desktop (2024-2032) (\$MN)

Table 8 Global Metaverse in E-Commerce Market Outlook, By Mobile (2024-2032) (\$MN)

Table 9 Global Metaverse in E-Commerce Market Outlook, By Console (2024-2032) (\$MN)

Table 10 Global Metaverse in E-Commerce Market Outlook, By Other Platforms (2024-2032) (\$MN)

Table 11 Global Metaverse in E-Commerce Market Outlook, By Technology (2024-2032) (\$MN)

Table 12 Global Metaverse in E-Commerce Market Outlook, By Blockchain (2024-2032) (\$MN)

Table 13 Global Metaverse in E-Commerce Market Outlook, By Virtual Reality (VR) (2024-2032) (\$MN)

Table 14 Global Metaverse in E-Commerce Market Outlook, By Augmented Reality (AR) (2024-2032) (\$MN)

Table 15 Global Metaverse in E-Commerce Market Outlook, By Mixed Reality (MR) (2024-2032) (\$MN)

Table 16 Global Metaverse in E-Commerce Market Outlook, By Artificial Intelligence (AI) (2024-2032) (\$MN)

Table 17 Global Metaverse in E-Commerce Market Outlook, By Other Technologies (2024-2032) (\$MN)

Table 18 Global Metaverse in E-Commerce Market Outlook, By Application (2024-2032)

(\$MN)

Table 19 Global Metaverse in E-Commerce Market Outlook, By Virtual Stores  
(2024-2032) (\$MN)

Table 20 Global Metaverse in E-Commerce Market Outlook, By Virtual Try-On  
(2024-2032) (\$MN)

Table 21 Global Metaverse in E-Commerce Market Outlook, By Digital Showrooms  
(2024-2032) (\$MN)

Table 22 Global Metaverse in E-Commerce Market Outlook, By Immersive Advertising  
(2024-2032) (\$MN)

Table 23 Global Metaverse in E-Commerce Market Outlook, By Social Shopping  
(2024-2032) (\$MN)

Table 24 Global Metaverse in E-Commerce Market Outlook, By Other Applications  
(2024-2032) (\$MN)

Table 25 Global Metaverse in E-Commerce Market Outlook, By End User (2024-2032)  
(\$MN)

Table 26 Global Metaverse in E-Commerce Market Outlook, By Fashion & Apparel  
(2024-2032) (\$MN)

Table 27 Global Metaverse in E-Commerce Market Outlook, By Beauty & Cosmetics  
(2024-2032) (\$MN)

Table 28 Global Metaverse in E-Commerce Market Outlook, By Electronics (2024-2032)  
(\$MN)

Table 29 Global Metaverse in E-Commerce Market Outlook, By Home Decor  
(2024-2032) (\$MN)

Table 30 Global Metaverse in E-Commerce Market Outlook, By Food & Beverages  
(2024-2032) (\$MN)

Table 31 Global Metaverse in E-Commerce Market Outlook, By Other End Users  
(2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Metaverse in E-Commerce Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software and Services), Platform, Technology, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/M40DEA44D666EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M40DEA44D666EN.html>