

# **Asia Pacific 3D Avatar Solution Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Component (Solution and Services), Model (Stylized, Realistic, and Futuristic), and End User (Media and Entertainment, Healthcare, Fashion, and Others)**

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## **Abstracts**

The Asia Pacific 3D avatar solution market is expected to grow from US\$ 25.46 million in 2022 to US\$ 142.06 million by 2028. It is estimated to grow at a CAGR of 33.2% from 2022 to 2028.

### **Integration of 3D Avatars in Gaming Industry is Driving Asia Pacific 3D Avatar Solution Market**

With the rapid adoption of smartphones and high internet penetration, the gaming industry has experienced significant growth across the region over the last decade. According to data published by the World Bank, more than 40% of the population is engaged in playing various video games. The rising number of people involved in playing video games is influencing game developers to invest in advanced technologies such as AR, VR, metaverse, NFTs, and blockchain for developing interactive games. Many game-developing companies are adopting these technologies to offer players a realistic and futuristic gaming experience. For instance, 2022 experienced the launch of games such as No Man's Sky, God of War, and Horizon Forbidden West. Further, the adoption of multi-player games such as FIFA, PUBG, and Fortnite has been growing among the population. The gaming industry is also collaborating with various fashion brands to showcase its products. The gaming platforms enable the players to build their own avatars and buy clothes from fashion stores for a customized appearance. For instance, in September 2021, Balenciaga launched its virtual store on Fortnite, the gaming platform, to offer players a customized look for their avatars, which is attracting

new players who are fashion enthusiasts. Therefore, the rising adoption of technologically advanced games among the population is increasing the demand for 3D avatar solutions in the gaming industry, which is expected to fuel the growth of the Asia Pacific 3D avatar solution market over the forecast period.

### Asia Pacific 3D Avatar Solution Market Overview

The Asia Pacific 3D avatar solution market is segmented into Australia, China, India, Japan, South Korea, and rest of Asia Pacific. According to the research study, the region consists of more than 3 billion gamers. The region has experienced a rise in the adoption of gaming tournaments such as ROG Masters Asia Pacific between professional teams. Moreover, the increasing penetration of the internet, the rising adoption of smartphones, and the growing young population are driving the adoption of video games across the region. Hence, PC and mobile game developers are experiencing a huge market opportunity across the region. They are adopting advanced technologies to offer a realistic gaming experience to the players. Thus, the above-mentioned factors are boosting the demand for 3D avatars across the gaming industry, thereby contributing to the Asia Pacific 3D avatar solution market growth.

### Asia Pacific 3D Avatar Solution Market Revenue and Forecast to 2028 (US\$ Million)

### Asia Pacific 3D Avatar Solution Market Segmentation

The Asia Pacific 3D avatar solution market is segmented based on component, model, end user, and country.

Based on component, the Asia Pacific 3D avatar solution market is bifurcated into solution and services. The solution segment held a larger market share in 2022.

Based on model, the Asia Pacific 3D avatar solution market is segmented into stylized, realistic, and futuristic. The stylized segment held the largest market share in 2022.

Based on end user, the Asia Pacific 3D avatar solution market is segmented into media and entertainment, healthcare, fashion, and others. The fashion segment held the largest market share in 2022.

Based on country, the Asia Pacific 3D avatar solution market has been categorized into China, India, Japan, South Korea, Australia, and rest of Asia Pacific. Our regional analysis states that China dominated the market share in 2022.

Bodygee AG, Osensus GmbH, Polyga Inc, Texel Inc LLC, and TG3D Studio Inc are the leading companies operating in the Asia Pacific 3D avatar solution market.

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