

# **Europe 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)**

<https://marketpublishers.com/r/E06D8C3BD9FCEN.html>

Date: February 2023

Pages: 97

Price: US\$ 3,000.00 (Single User License)

ID: E06D8C3BD9FCEN

## **Abstracts**

The Europe 3D avatar solution market is expected to grow from US\$ 40.48 million in 2022 to US\$ 216.80 million by 2028. It is estimated to grow at a CAGR of 32.3% from 2022 to 2028.

Adoption of Advanced Technology like Metaverse and 3D Avatar in Fashion Industry is Fueling the Europe 3D Avatar Solution Market

The fashion industry, over the last five years, has been experiencing rapid adoption of advanced technologies such as artificial intelligence (AI) and virtual reality (VR). The fashion industry is adopting several automated technologies for producing clothes and accessories for customized offerings and production of the same in less time. The industry is adopting AI for studying fashion trends among the population, and VR for designing clothes and accessories on 3D models for proper shaping & fitting. Fashion brands are adopting non-fungible tokens (NFTs) marketplaces for selling their products by offering services such as digital changing rooms and avatars. Thus, the fashion industry is rapidly adopting these NFTs platforms to sell their products owing to several benefits such as high-profit margin, secondary market profits, reduction in inventory wastage, and low design & production time. Therefore, these factors are positively influencing the demand for 3D avatar solutions in the fashion industry. Several fashion brands are also investing in the adoption of the metaverse for designing and selling their products. The rise in such partnerships and acquisitions by fashion brands in the adoption of various digital platforms to sell clothes and offer a personalized experience

to customers is driving the demand for 3D avatar solutions, thereby contributing to the growth of the Europe 3D avatar solution market .

## Europe 3D Avatar Solution Market Overview

The Europe 3D avatar solution market is segmented into Germany, France, Italy, the UK, Russia, and rest of Europe. The fashion industry in the region has experienced rapid growth owing to rapidly changing fashion trends in countries such as France and Italy. The adoption of automation, artificial intelligence, and other digital technologies in the fashion industry enables brands to customize their offering according to consumer's needs, which is driving the industry's growth. For instance, fashion brands such as Louis Vuitton, Gucci, and Balenciaga adopted 3D avatar technologies for various promotional events in the metaverse. In 2021, Balenciaga, in partnership with Fortnite, organized a virtual boutique for the gamers. The players could purchase digital outfits by trying them out in changing booths through their 3D avatars. Similarly, in 2021, Gucci collaborated with Roblox to organize an art exhibition for the promotion of their brands. Gucci allowed the participants to purchase their digital products to customize their blank avatars before entering the theme park. This rising adoption of 3D avatar in the fashion industry is expected to offer business opportunities to the 3D avatar solution market players, thereby contributing to the growth of the market.

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

### Europe 3D Avatar Solution Market Segmentation

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

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

Based on model, the Europe 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 Europe 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 Europe 3D avatar solution market has been categorized into the

UK, Germany, France, Italy, Russia, and rest of Europe. Our regional analysis states that Germany dominated the market share in 2022.

3D Generation GmbH, Bodygee AG, NeXR Technologies SE, Osensus GmbH, Polyga Inc, Texel Inc LLC, and TG3D Studio Inc are the leading companies operating in the Europe 3D avatar solution market.

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