

North America 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 North America 3D avatar solution market is expected to grow from US\$ 34.28 million in 2022 to US\$ 164.05 million by 2028. It is estimated to grow at a CAGR of 29.8% from 2022 to 2028.

Rise in Development of New 3D Avatar Solutions is Fueling the North America 3D Avatar Solution Market

The 3D body scanners are being adopted across industries such as healthcare, fashion, and modern art to provide a 3D replica of the human body for measurements, treatment plans, and modern art development. As a result, the demand for advanced 3D scanners and software is increasing across the region. A few of the notable players operating in the 3D avatar solution market that offer 3D avatar solutions include Texel, LLC and TG3D Studio. A few of the recent development of new 3D scanning models have taken place in recent years. For instance, in July 2022, TechMed 3D launched a SNAP application for human body 3D models and measurement. The application offered clinicians easy access to 3D body scans and measurements. The scanners enable the doctors to capture accurate body images; hence, the need for manual input of any other body specification is minimal. Similarly, in April 2021, NetVirta announced the launch of Verifyt, its new 3D body scanning application for apparel and footwear brands. The application is designed for both apparel manufacturers and consumers. It is developed to increase fitting efficiency, thereby reducing return rates. The rise in investment by the 3D avatar solution players to innovate and develop new and advanced products is

driving the growth of the North America 3D avatar solution market .

North America 3D Avatar Solution Market Overview

The North America 3D avatar solution market is segmented into the US, Canada, and Mexico. The US and Canada are pioneers in adopting advanced technologies that help enhance the product and service offerings of the fashion, healthcare, gaming, and media & entertainment industries. The gaming industry across the region is experiencing rapid growth owing to many individuals adopting augmented reality (AR) and virtual reality (VR) games. For instance, according to the report published by Entertainment Software Association in August 2022, the US has more than 227 million gamers in the country, showcasing a growth of 6% compared to 2020. As per the same report, the gaming population prefers multi-player realistic games. These factors are influencing the development of several video games with special and customized characters to attract more individuals, thereby contributing to the rising demand for 3D avatar solutions in the gaming industry in North America.

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

North America 3D Avatar Solution Market Segmentation

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

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

Based on model, the North America 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 North America 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 North America 3D avatar solution market has been categorized into the US, Canada, and Mexico. Our regional analysis states that the US dominated the market share in 2022.

Bodygee AG, IN3D Inc, Itseez3D Inc, MotionWerx LLC, Polyga Inc, Texel Inc LLC, and TG3D Studio Inc are the leading companies operating in the North America 3D avatar solution market.

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