



Retail: E-Commerce - UK

April 2023

Consumers and the Metaverse - UK

“The hype surrounding the metaverse has seemingly peaked, with technological limitations and cost pressures dampening excitement. Consumer awareness of metaverses remains low, with minimal numbers accessing metaverse platforms. For brands, the challenge is how to ignite experiences within metaverses that go beyond consumers’ habitual use of other digital channels, such ...

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